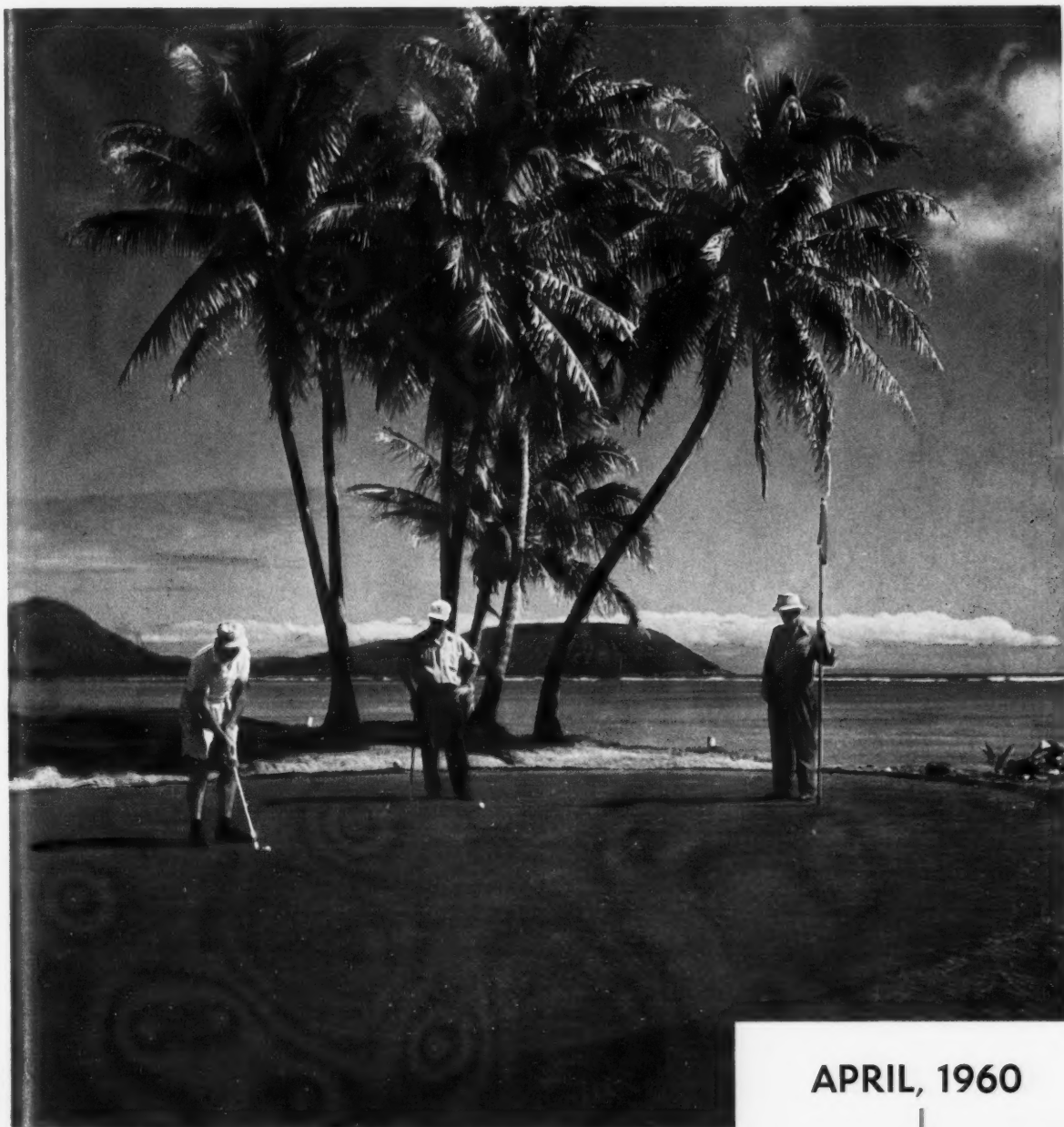


CLUB

THE NATIONAL MAGAZINE
FOR EXECUTIVES OF TOWN
AND COUNTRY CLUBS

Management



APRIL, 1960

Waialae Golf Club, Honolulu, one of Hawaii's 16 fine courses



enjoy
the true
old-style Kentucky Bourbon
always smoother because it's slow-distilled

You'll find a smoothness and character in Early Times that makes your choice richly rewarding. It's the extra care and attention of slow-distilling...the patient willingness to take twice as long...that gives Early Times its full, gratifying flavor. Making whisky this old-style way costs more, but we think you'll agree it's worth it.

KENTUCKY STRAIGHT BOURBON WHISKY • 86 PROOF • EARLY TIMES DISTILLERY CO., LOUISVILLE, KY.

EARLY TIMES

© 270C 12 9



Glamorize and Personalize Your Food Service Operations With
Luxurious Sterno® Equipment

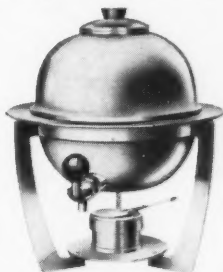
DESIGNED TO BURN **Sterno® Canned Heat** FUEL

Glamorous at-the-table dining-room service . . . sophisticated cocktail-lounge service . . . smart and efficient buffet service . . . simplified room service —you'll find them all easy and profitable to pro-

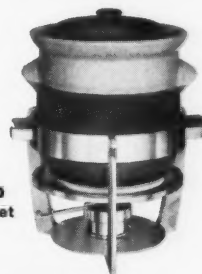
vide with Sterno's complete line of high-quality brass, copper and stainless-steel serving equipment. All these "Aids to Fine Service" burn safe, clean, economical Sterno Canned Heat Fuel.



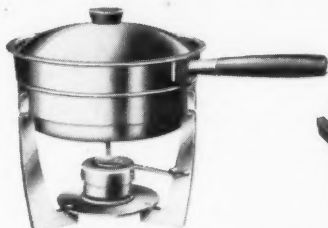
STERNO
Buffet Chafing
Dish Set



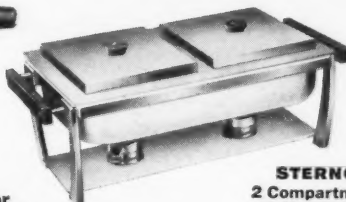
STERNO
Beverage Urn



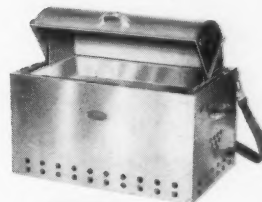
STERNO
Marmite Set



STERNO
Chafing Dish Set



STERNO
2 Compartment
Buffet Chafer



STERNO
Roll Warmer

Write for
Catalog and
Price List

Sterno, Inc.
ESTABLISHED 1887

A Subsidiary of Colgate-Palmolive Company
9 East 37th Street, New York 16, N. Y.

Makers of Safe, Dependable
STERNO CANNED HEAT FUEL

Write advertisers you saw it in CLUB MANAGEMENT: APRIL, 1960

"In addition to its appearance, your glassware is economical"

So says Mr. E. Siever, owner and manager of Minetta Tavern, a famous landmark in New York's Greenwich Village



Cocktail
No. 02310, 4½-oz.
(Old No. 9570)



Hi-Ball Fluted
No. 41520, 7-oz.
(Old No. 123)



Hi-Ball Fluted
No. 41630, 9-oz.
(Old No. 133)



On-The-Rocks
No. 01530, 7-oz.
(Old No. 8047)



Tumbler
No. 23590, 8-oz.
(Old No. 917)



Old Fashioned Fluted
No. 41430, 6½-oz.
(Old No. 127)

MINETTA TAVERN
111-13 MACDOUGAL STREET
New York 12, N. Y.

Libbey Glass
Division of Owens-Illinois
Toledo 1, Ohio

Gentlemen:

We feel justifiably proud of the authentic Greenwich Village atmosphere which we have here at the Minetta Tavern.

To maintain the "Village feeling" we naturally want our appointments to carry out this theme. Your Libbey Glassware does this perfectly... blending with our décor to present attractive table settings and bar service.

In addition to its appearance, your glassware is economical in our operation because of its exceptional durability. We are pleased to use it for all beverage and dining service.

Sincerely,

E. Siever
Owner



Minetta Tavern maintains the "flavor" of Greenwich Village

The "true Village" atmosphere adds to the pleasure of wining and dining in this popular dining spot. Libbey Safedge® Glassware is used throughout, for bar and dining service, and it adds a complementary touch to the restaurant's décor.

The complete line of Libbey Safedge Glassware provides the "just-right" glass for every need... from one single, reliable source. Each glass in the

full range of sizes and varied patterns can be decorated with your crest or monogram for added distinction... and every glass is backed by the famous Libbey guarantee: "A new glass if the rim of a Libbey 'Safedge' glass ever chips."

For complete data on how Libbey can benefit you, see your Libbey Supply Dealer, or write to Libbey Glass, Division of Owens-Illinois, Toledo 1, Ohio.

LIBBEY SAFEDGE GLASSWARE
AN **®** PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

LETTERS TO THE EDITOR



To the Editor:

It has been interesting to note the number of items discussed by members of our board of directors, which originated in CLUB MANAGEMENT.

If the manager would consider the wealth of information which is so much appreciated by the directors, I am sure he would insist that his directors receive CLUB MANAGEMENT while they are members of the board.

E. J. EHMAN, Manager
Wakonda Club
Des Moines 21, Iowa

Cornell Summer School

The Cornell Summer School of Hotel and Restaurant Administration will run from June 27 to August 15 this year. Among courses offered are advertising and business promotion, personnel methods, elementary accounting, food and beverage control, quantity food production, teacher training for chefs, preliminary planning and programming and food service equipment layout.

For complete information write the Dean, School of Hotel Administration, Statler Hall, Ithaca, N. Y.

Brewers' Gift

The U. S. Brewers Foundation has presented the school of hotel administration at Cornell University with an unusual package—a yard-of-ale glass trumpet enclosing a scholarship check for \$20,000. The money will be used for scholarships to students in the school.

National Golf Day

National Golf Day receipts, so far, received from 1857 clubs across the country, already exceed \$90,000 for the first time since 1955 according to Harold Sargent, president of the PGA of America.

The largest monetary return, for the second straight year, came from Tam O'Shanter Country Club, Chicago. The other top contributors, in order, were: Rockham Golf Club, Royal Oak, Mich.; Oak Park (Ill.) Country Club; Detroit (Mich.) Golf Club; and Evanston Golf Club, Skokie, Ill.

CLUB Management

THE NATIONAL MAGAZINE
FOR EXECUTIVES OF TOWN
AND COUNTRY CLUBS

An Independent Publication

Title Registered

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VOLUME XXXIX

NO. 4

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CLUB MANAGEMENT: APRIL, 1960

5



For boosting club sales of wines, an illustrated brochure of wine-selling ideas and items has been prepared by the Wine Advisory Board.

Some of the items given in the booklet are free and others are available for purchase from various commercial firms. Among the suggestions

are tents, clip-ons, cocktail napkins, an unusual wine server, corkscrews, place mats, posters, a wine service cart and an electric wine fountain. Also included is a recipe for wine jelly.

The booklet and other wine recipes are available on request from Dept. CM, Wine Advisory Board, 717 Market St., San Francisco 3, Calif.

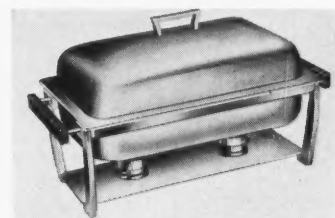
New processing techniques are enabling Kraft Foods to effect wider and more efficient distribution of its line of chilled fruit and fruit salad. These products now can be stored at a temperature of 40 to 45 degrees and



will hold their fresh taste and texture for at least eight weeks in unopened jars.

The chilled fruit includes orange segments, grapefruit segments and pineapple chunks. Fruit is placed in half-gallon, wide-mouth (3½-inch) jars, vacuum-sealed and shipped six to the carton.

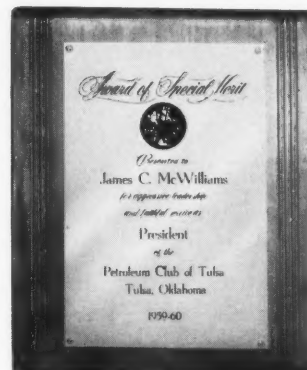
For more information write Dept. CM, Kraft Foods Co., 500 Peshtigo St., Chicago 11.



New duplex metal is used in this buffet chafing dish by Sterno. Dome cover and water pan are copper, lined with stainless steel to give rigid strength for heavy daily use.

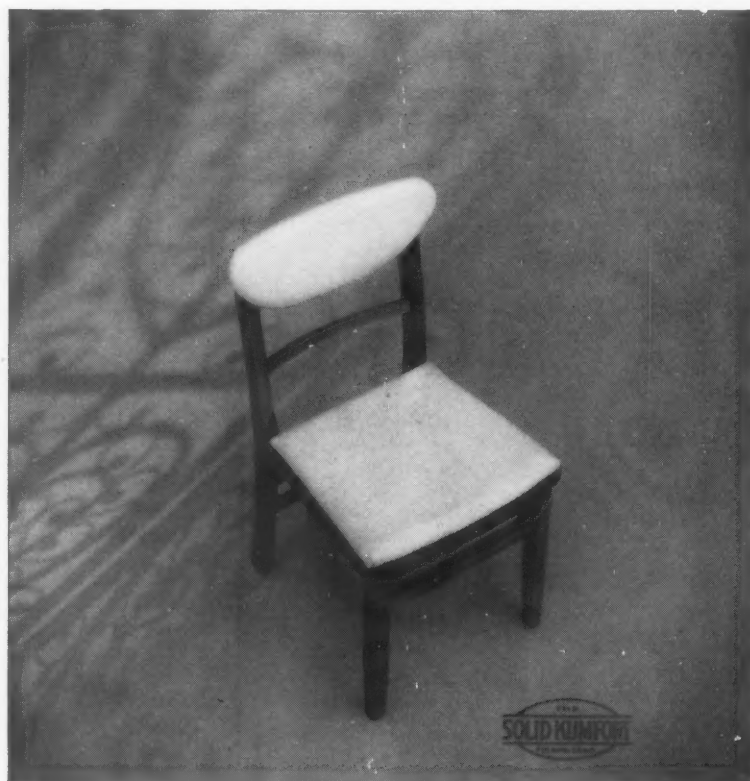
Complete with 12- by 20- by 2½-inch stainless steel food pan, the stand is made of heavy brass throughout and equipped with two brass burners and regulators. Large plastic side handles make the set easy to carry.

For more information write Dept. CM, Sterno, Inc., 9 E. 37th St., New York 16.

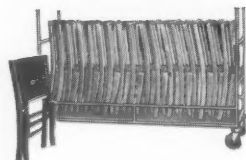


An engraved historical plaque on which a club can display the names of the president, officers and board of directors and the years they served now is being marketed by Southwestern Engraving Co.

The walnut plaque with brass plates



NEW DESIGNS in folding furniture



Rastetter chairs fold flat, transport easily on Rastetter Chair Trucks.

An exciting new design from Rastetter . . . the model 592 wood chair that folds! Luxurious, stylish, *economical* Rastetter chairs are available in 23 models with a variety of striking finishes and smart leatherettes. Ideal wherever comfortable, durable chairs are needed, and they fold and stack for compact storage.

WRITE TODAY FOR MORE INFORMATION. Fill in the blanks below and then attach this coupon to your letterhead. Mail to:

LOUIS RASTETTER & SONS COMPANY, 1320 WALL STREET, FORT WAYNE, INDIANA

NAME _____

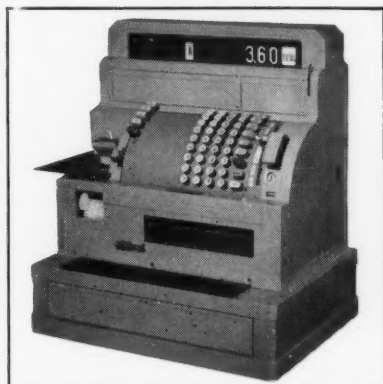
TITLE _____

Here's Club Control

FOR EVERY DEPARTMENT

Hundreds of successful club managers are streamlining their operations in shop, restaurant, bar and front office with the control of a modern National System. They are showing the way to increased efficiency by eliminating errors of mental figure work and lost charges—by protecting cash, merchandise and member service. Here are the National's they're using—the same machines that can work for you.

THERE'S A *National** SYSTEM FOR YOUR CLUB, LARGE OR SMALL



For your front office this National controls all cash and charges, classifies transactions by departments, merchandise or services, and keeps accounts receivable up-to-date with minimum bookkeeping.



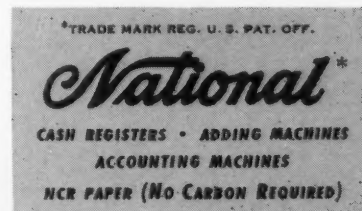
For your bar or cocktail lounge the new National "51" Bar Machine assures complete control of merchandise, money and charges while providing a sales audit without hand figure work.



For your golf shop this low-priced National automatically classifies sales, records stock numbers for tight inventory control, simplifies bookkeeping.

ASK ALSO TO SEE NATIONAL'S DESK MODEL BOOKKEEPING MACHINES FOR BILLING MEMBERS AND FOR OTHER BOOKKEEPING NEEDS.

The money and overhead expense that a National System can save you will pay for its original cost in an astonishingly short time, then continue building *extra* net profits in your shop, bar, restaurant or front office. So phone your nearest National branch office today. A qualified representative will show you the right National System for each department of your club.



THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
1039 OFFICES IN 121 COUNTRIES • 76 YEARS OF HELPING BUSINESS SAVE MONEY

Write advertisers you saw it in CLUB MANAGEMENT: APRIL, 1960

DOMINO

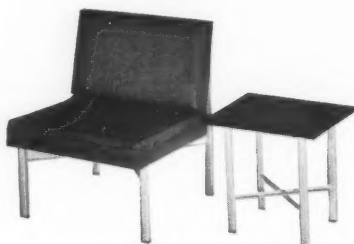
designed by Ursula DePugh, A.I.D.



for resourceful planning...

flexible, versatile, adaptable

Satisfying the most imaginative planner, DOMINO modular seating can be specified in countless combinations. Interchangeable components permit virtual custom assembly. Clean, contemporary styling harmonizes with every modern setting.



DOMINO is rugged beyond belief. Responsible, solid construction underscores its lasting value. Steel frames, durable fabrics, and welded assembly, take rigorous assignments in stride. Foam cushions.

Tables and compatible case goods for correlated groupings. Visit our nearest showroom or write today for complete DOMINO brochure.

Troy

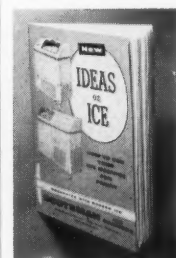
CONTRACT, CASUAL AND SUMMER FURNITURE
GARDEN AND BEACH UMBRELLAS ■ TROY, OHIO
SUNSHADE COMPANY

SHOWROOMS: TROY/612 GRANT ST.
CHICAGO/AMERICAN FURNITURE MART ■ NEW YORK/ONE PARK AVENUE
DALLAS/DECORATIVE CENTER ■ BOSTON/NEW ENGLAND CONTRACT

gives a complete history of the club and is designed for use in a club lobby or office. A detailed layout can be obtained by sending a copy of the club emblem or seal, the age of the club and a list of past officers.

For information on this and other plaques and gifts write Dept. CM, Southwestern Engraving Co., 518 N.W. 3rd St., Oklahoma City, Okla.

"New Ideas on Ice," an illustrated 48-page booklet on the use of ice-



making machines to increase profits can be obtained free on request from Scotsman Ice Machines.

Information is included in the booklet on more than 60 models of cubers, flakers, storage bins, crushers, drink dispensers that make their own ice and coin-operated ice vendors. Capacities range from 50 pounds to more than two tons per day.

To obtain the booklet write Dept. CM, Scotsman Ice Machines, Queen Products Division, King-Seeley Corp., 162 Front St., Albert Lea, Minn.



A merry-go-round for club playgrounds has been designed by the American Playground Device Co.

The merry-go-round has an improved bearing assembly affording smooth, easy motion. The seat board is ten feet in diameter, constructed of two-inch fir. The entire unit is locked together permanently by malleable fittings.

For more information write Dept. CM, American Playground Device Co., Anderson, Ind.

"Cinemaraces," an exciting horse race game is available to clubs for entertainment purposes from American Totalisator.

The game is played through use of a library of full-color movies of races which have been run at America's mile race tracks. Each reel is sealed in a special carton and, according to the rules of the game, one is selected from a group of reels by a spectator before the race starts. Each player is able to watch the horse he selected

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Sells Food ...
GLAMORIZE
with ...

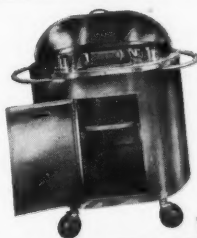


BI-2005
ROAST BEEF
BUFFET CART

BI-METAL AND STAINLESS STEEL

Top shelf has insert pans measuring 15" x 22" x 3" or can be fitted with other arrangements as needed. Bottom shelf for storage of dishes. Drop leaf maple serving board. Covers open sideways, allow patrons to view food. Heated by Handy Fuel, alcohol or electricity.*

Size: 24" W x 32 1/2" L x 31 1/2" H



BI-2099
OVAL ROAST BEEF CART

Collapsing telescoping cover. Heated undershelf for dishes. Inserts for service of meat, vegetables, and gravies. Heated by Handy Fuel, alcohol or electricity.*

47" L x 25 1/2" W x 47" H Table height 36"



BI-2006 **CORDIAL ROULANTE**

The perfect showpiece for liqueur service. Copper cordial bottle tray and glass rack. Mahogany construction, drop leaf at one end. Has handle for extreme maneuverability. Under-shelf for auxiliary storage.



SC-2005 **SERVING CART**

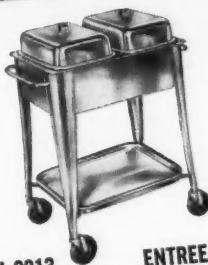
Drop leaf formica top. Stainless steel shelving. Brass, stainless steel or copper trim. Specify. Constructed for use in narrow aisles and cramped spaces.*

Size: 46" L x 14" W x 30 1/4" H

ROULANTE SERVICE by LEGION

Glamour is a vital element in selling your patrons the excellence of your cuisine. Roulante service by Legion, makes it possible for you to present your food at the patron's table in an attractive, efficient manner.

We can create custom design carts to your specification. Legion carts are durably constructed in bi-metal, stainless steel or silver as described below.



BI-2013 **ENTREE CART**

BI-METAL AND STAINLESS STEEL

Small size for maneuverability. Drop leaf maple serving board. Heat by Handy Fuel, alcohol, electricity.*

Size: 28" L x 20" W x 40" H



HORS D'OEUVRES
AND PASTRY CART **HD-2001**

Stainless steel construction, tubular copper legs. Top tray detachable, holds 10 s/s removable compartments. Ice compartment below tray keeps foods cold. Wide selection of inserts available.*

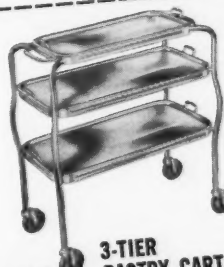
Size: 30 1/4" L x 21 1/4" W x 35" H



CHAMPION HORS
D'OEUVRES TROLLEY **RHD-2002**

Chromium plated anodized finish. Brings movement to the merchandising of hors d'oeuvres. Dish racks revolve dramatically at patron's table. 18 stainless steel hors d'oeuvres dishes included. Under-shelf for serving dishes.

Size: 31" H x 31" L x 18" W
Dish size: 8 1/4" x 5 1/4" x 1 1/4" deep



PW-2002 **3-TIER**
PASTRY CART

Equipped with 3 removable stainless steel trays, copper legs. Top shelf can be fitted to hold 2 Legion Globe or Samovar urns for beverage service.

Size: 39" L x 21" W x 42" H

*Available with hinged plastic covers if desired.

Write for complete literature
or see your Legion franchised dealer.



LEGION UTENSILS CO., INC.

21-07 40TH AVENUE, LONG ISLAND CITY-1, NEW YORK

Representatives: SAN FRANCISCO BEVERLY HILLS MIAMI BEACH

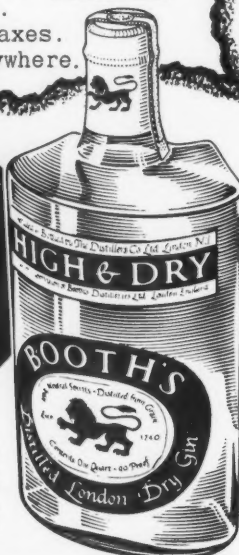
Visit Our Booths B 47-50, National Restaurant Show, May 9-12, Navy Pier, Chicago.

NOTE: All carts are constructed with 4 rubber-tired swivel casters for maximum ease in use.

GIN NEWS

IN LONDON retail price of Booth's High & Dry Gin is 35 shillings, 6 pence—about \$5.01 at current rate of exchange. That's for 4/5 quart, 80 proof.

IN NEW YORK retail price for 4/5 quart, 90 proof, is \$4.32. Prices elsewhere in U.S.A. higher or lower depending on local taxes. Clubs of course get club prices everywhere.



It is good to know that when you buy Booth's High & Dry Gin in the United States you are getting gin made according to the same formula as the Booth's High & Dry purveyed in Britain. It is the only gin distilled in U. S. A. under the supervision of famous Booth's Distilleries, Ltd., London, England.

DISTILLED LONDON DRY GIN. 90 PROOF. 100% NEUTRAL SPIRITS DISTILLED FROM GRAIN.
W. A. TAYLOR & COMPANY, NEW YORK, N. Y. SOLE DISTRIBUTORS FOR THE U. S. A.

BECAUSE
YOUR CLUB
IS
A SPECIAL
PLACE



your paper table appointments just don't dare be ordinary. Impress your members with distinctive, different, menus, napkins, place mats, doilies, etc., that are as special as your club itself. Capturing the character of your club takes more than printing and paper. That's why we have a full staff of experienced artists, and the best idea men in the table appointments field... ready and willing to serve you. The cost? You'll be surprised—and pleased—at how much high quality custom design work your money buys at Aatell & Jones. There's a wide selection of low-cost, high-quality stock items available too, so why not get in touch with Aatell & Jones right away?

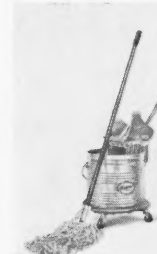
Aatell and Jones, Inc.

3360 Frankford Avenue, Philadelphia 34, Pa.
Representatives in all principal cities.

from start to finish line. The complete kit includes a supply of official 16-milimeter films, programs, instructions and mutual tickets keyed to give odds for the accompanying accounting form.

To obtain additional information write Dept. CM, Cinemaraces, Inc., American Totalisator, 745 Fifth Ave., New York 22.

A vinyl-covered steel mop handle to provide protection against electric shock has been introduced by Geerpres Wringing, Inc.



The new handle is said by the manufacturer to be corrosion-proof and heat- and warp-resistant and to have a seamless vinyl covering which will not wear, chip or tear. The mophead is held by a type of spring yoke and can be changed quickly and easily. The handle is available in 54" and 60" lengths.

For complete information on this and other cleaning equipment write Dept. CM, Geerpres Wringing, Inc., P. O. Box 658, Muskegon, Mich.

A big and brilliant array of dinner and decorative candles, many designed especially for club and institutional use, is presented in the new 48-page catalog just published by Emkay Candles.

Highlighted in the catalog are the dinner candles which this year feature a new, improved firm-grip end and which now may be personalized with the name and crest of an individual club.

For a copy of the catalog, No. 89, write Dept. CM, Emkay Candles, Syracuse 1, N. Y.



Electronic cooking for every club took another step towards realization recently when Raytheon introduced its new commercial-type Radarange oven with a price tag 13 per cent low-

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Get Yours Today! See This Big New Line of Men's and Women's Uniforms!

SEE THIS FABULOUS NEW CATALOG—52 pages of Angelica's fashion styled uniforms. NEW . . . Wash 'n Wear styles . . . colorful synthetics . . . drip-dry cottons . . . seersuckers.

NEW . . . Street-and-Casual styled uniforms . . . fashion designed for smart appearance . . . carefully made for comfort and long wear.

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Gentlemen: RUSH my copy of the latest Angelica catalog. We employ _____ persons who wear uniforms. They buy _____ we buy _____ we rent _____

My Name _____

Firm Name _____

Address _____

City & State _____

Angelica

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IMPORTED FOOD SPECIALTIES AND CANNED MEATS FROM ALL OVER THE WORLD!

*For every occasion, for all your needs,
... serving fine clubs and institutions
throughout the United States. Please
consult us and be assured of prompt
and courteous attention.*

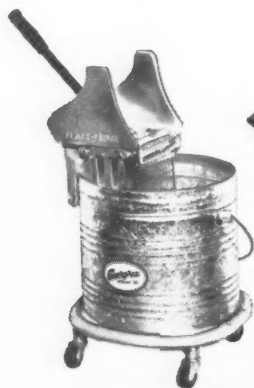
Importers of Bonavita Brand

Our 80 page catalog available for all your needs.

Liberty Import Corp.

105 Hudson Street, New York 13, N. Y. • Walker 5-6150

You Get Double Utility—Double Convenience with new Dual-Duty "Convertible" by GEERPRES



**Single Unit When
You Want It!**

Versatile, efficient, adapts to many mopping needs. One bucket for small-area jobs; two for larger areas. Two steel wire hooks couple 16-, 32-, 44-qt. sizes in any combination, slip into grommets located *behind* steel core in protective bumper, can't pull out. Hooks standard on all bumper equipped buckets. Buckets mounted on aluminum chassis with ball-bearing casters. Mop serves as handle. Buckets nest neatly for storage.



Double Unit When You Need It!

Geerpres

WRINGER, INC.
P.O. BOX 658, MUSKEGON, MICH.

er than the previous model. The new Mark III will sell for \$380 less than the previous model.

The new model, which uses microwave energy to cook food quickly, is offered in six colors to blend or contrast with the decor in modern commercial kitchens. Simplified electronic circuits help make possible the lowered price and promise lower maintenance costs.

For complete information write Dept. CM, Raytheon Manufacturing Co., Waltham 54, Mass.

A new scissor-shaped lemon juicer now is being marketed by Sunkist Growers.

The juicer, made of cast aluminum, simplifies lemon squeezing for large-scale food flavoring in club kitchens. It is easy to clean and squeezes any size lemon.

More information and price are available from Dept. CM, Sunkist Growers, P. O. Box 2706, Div. 11003, Los Angeles 54, Calif.



Additional sizes in the GRIPTITE Lid series with write-on surfaces are available now according to an announcement by Lily-Tulip Cup Corp.

The opaque plastic lids, produced for speed and simplification of take-out cold drink orders, are made now for No. 160, No. 16 and No. 24 big drink cups.

More information can be obtained by writing Dept. CM, Lily-Tulip Cup Corp., 122 East 42nd St., New York.

Wesson Oil is now available in two-gallon containers, designed as a boon to salad girls and grill workers who find it inconvenient to lift the regular five-gallon cans.

The new package, like the five-gallon can, features a spill-proof Pour-O-Scope which is said to eliminate all waste. The five-gallon can will continue to be available, Wesson announced.

For information on all Wesson products, write Dept. CM, The Wesson People, 210 Baronne St., New Orleans, La.

Dole Shower Control Valves Save 50,000 Gallons Of Water A Week

at Woodridge Golf Club, Lisle, Illinois

WATER HEATING COST CUT 50%

Here's how the beautiful 36 hole Woodridge Golf Club, Lisle, Illinois, provides players comfortably warm, constant-flow showers with multiple savings to the club. Manager Ted Hammerschmidt installed Dole Shower Control Valves in his shower heads. Before this on peak days, hot water supply quickly exhausted itself with loud gripes from golfers . . . so much so that a costly new equipment program was considered. "Shortly after installing Dole Flow Control Valves," says Mr. Hammerschmidt, "we entertained better than 600 golfers and there was plenty of hot water for all our needs. Since that time, we conservatively estimate water savings of over 50,000 gallons a week. And that's not all, check these other important savings.

*"a 50% saving in the cost of heating shower water.

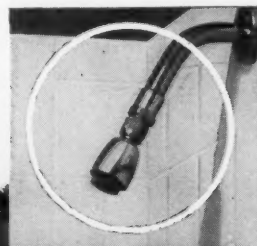
*"a 50% saving in the cost of softening shower water.

*"\$1,000 saved in cost of new septic system installation. Dole controlled water flow allowed a smaller capacity system."

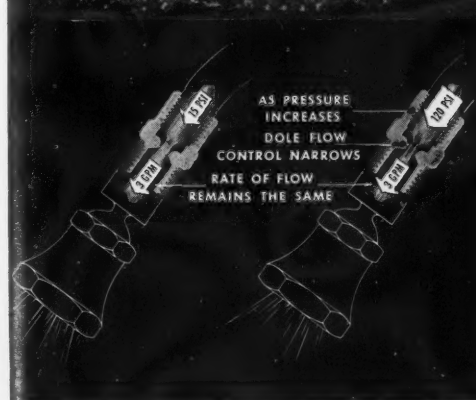
Most important of all, after a day of trying to beat par on the interesting Woodridge course, tired golfers are assured a completely relaxing, satisfactory shower . . . a saving worth its weight in goodwill!

Think of these savings from Dole Shower Control Valves in terms of your operation. Dole shower controls pay for themselves in short order and continue to pay dividends.

SEE YOUR LOCAL DISTRIBUTOR TODAY



Manager Ted Hammerschmidt, points to one of the money-saving Dole Shower Control Valves.



Control with

DOLE®

THE DOLE VALVE COMPANY

6201 Oakton Street • Morton Grove, Illinois
(Chicago Suburb)



"I just broke 80! 'The Best In The House' for everybody!"

(The greatest pro and the veriest dub
are equals . . . when drinking Canadian Club!)

CANADIAN CLUB IS 6 YEARS OLD, 90.4 PROOF. IMPORTED IN BOTTLE FROM CANADA BY HIRAM WALKER IMPORTERS, INC., DETROIT, MICHIGAN. BLENDED CANADIAN WHISKY



A pool reflects the spectacular entrance to Mission Hills Country Club as a car sits under the large porte-cochere.

By Johnson Poor
Associate Editor

■ If there is any certain trend in the club field today it most assuredly is in the increasing number of clubs and the building of new quarters for established clubs. During the past three years a host of new clubs have sprung up all over the country, and many old clubs have opened lavish new buildings.

Because this trend is continuing (the National Golf Foundation reports 1100 clubs either in the advanced planning stage or under construction at the present time), CLUB MANAGEMENT brings its readers this article on a club that moved into a new clubhouse three years ago and has been operating successfully since that time.

Mission Hills Country Club in Kansas City may not be typical, but it has many of the same methods and problems that are common to most country clubs, and the move to new quarters, the operation in these quarters for the first three years and the problems encountered can be used by other clubs as guideposts to their own building or rebuilding plans.

3 Years in a New Home

A report on the operating benefits
of a move to new quarters

ATOP one of the higher knolls in the rolling Mission Hills area of swank, suburban Kansas City stands a massive, off-white two-story building that is the three-year-old quarters of Mission Hills Country Club. How it got there and how it is operated by Manager Edwin T. Driscoll and his staff of 60 is of interest to clubs faced with the same problem as was Mission Hills: inadequate housing for an active membership.

As in most cases with clubs planning new quarters, talk comes a long time before action. Mission Hills members were talking about a new clubhouse as long ago as 1945, but at that time it was decided to add to the existing facilities.

But Mission Hills was different from some clubs; while the members made a decision to try to "make do" at that time, they also started a sinking fund for a new building, and in 1956 the years of waiting and planning were rewarded with the opening of the new clubhouse.

Sometimes there is an inconveni-

ence in the old clubhouse that is the weight that swings the balance toward new quarters and this was the case at Mission Hills. The boundary line between Missouri and Kansas meanders through Kansas City and environs like a thirsty sailor on shore leave, and the club found itself on the Missouri side of the line, the course on the Kansas side and a busy thoroughfare neatly dividing the two. Golfers

have enough hazards on the course without having to dodge Cadillacs to get to the first tee, and so the new clubhouse was built on the Kansas side and centrally located as far as the course was concerned.

The plan for the new club was sold by word of mouth, letters and a general awareness on the part of the membership that the old facilities were inadequate. The sinking fund

Mission Hills Country Club, Kansas City.



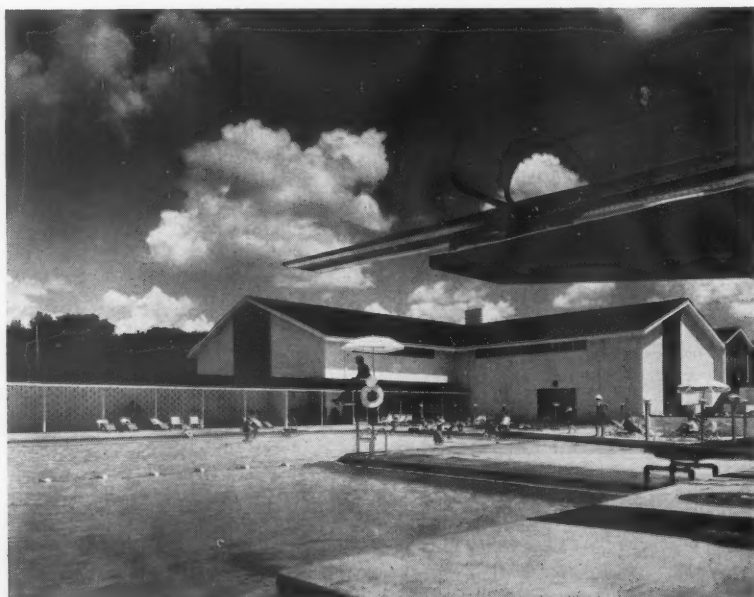


The Mission Hills grill.



A corner of the club's dramatically decorated lounge.

The club's L-shaped pool abutts the clubhouse itself.



had accumulated to a point where it paid for half the cost of the new building—an achievement of note considering that the venture cost approximately \$1,500,000. The rest of the money was borrowed from life insurance companies and is being repaid at a rapid clip.

Construction took about a year from the time the first spade bit the earth to the moving in. And the manager's role was paramount in the entire operation.

Ed Driscoll, a Virginian by birth and education and an "Easterner" by virtue of eight years as manager of a Connecticut country club, was hired two years before the actual move—an idea that was to save the club money and many headaches. Thus, he had a chance to get acquainted with the staff, check the new construction carefully and offer many ideas that helped in the layout of the clubhouse.

"My opinion frequently was asked, and my advice was taken in almost every case," reports Mr. Driscoll. He personally purchased all of the kitchen equipment, designed its layout and helped set it up. Because of this, the kitchen operation is an efficient one, one that was built and laid out with the kitchen personnel and their problems in mind.

The building itself covers roughly 60,000 square feet with a length of 175 feet and a width of 60. A shake shingled roof covers the two-story structure which makes good use of its two levels.

But more important than the club's appearance (which is trim and graceful) is the way it "operates" and Manager Driscoll is well-pleased with the three years so far.

Moving Headaches

The transition period, from the time the old clubhouse was closed to the point where the new operation was running smoothly, was a little rough, he admits, but because he had two years to prepare for it, the troublesome opening period (which is a headache in any new club) was shortened and made easier.

Mr. Driscoll points out that the hardest part of the first weeks' operation was acquainting the staff with the new quarters, new ways of doing things, etc. A lot of hard work and on-the-spot instruction was necessary for the manager and the department heads to ensure the members relatively trouble-free service in that early period. The manager is quick to point out that his job was made easier by having loyal, key employees that was quick to overcome the problems—and by the efficient layout of the club itself.



A view of the two-level dining room.

Mission Hills Report

into a sparkling and well-planned room. Next to the Garland griddles and ranges are Blodgett bake ovens. Other major equipment includes Market Forge steam cooker, Waste King disposal and Hobart dishwasher. There is plenty of Sterno buffet equipment (Mission Hills has two buffets a week), linens are by Liddell, china by Syracuse, glassware by Libbey and silver by International, with Harvey place mats in the grill. Angelica supplied the uniforms.

As far as the kitchen equipment is concerned, the club was offered \$7000 for the old equipment, but by taking some of it and buying a good many new pieces to supplement it, Manager Driscoll was able to save the club almost \$40,000—another reason for having a manager in on the planning stage of new quarters.

One part of the kitchen is the talented pastry cook's domain, and the delicacies he turns out are conversation pieces at the club. Here is a place where expense of operation is justified by the good will which the pastry masterpieces engender and by the fact that they are an attractive reason for members bringing guests to the club for lunch and dinner.

Ice cube machines, of which the club has four (two York, one Carrier and a Frigidaire), solve the ice problem admirably. All have oversized storage bins which Mr. Driscoll advocates strongly.

A tour of the club turns up a host of "little things" that have combined to make a smooth operation in the club during the past three years. For

Adding, of course, to the opening headaches was the fact that business was increasing tremendously—with members wanting to show their families and friends the new club.

Between the closing of the old club and the opening of the new there was a two-month gap which enabled Manager Driscoll and his crew to work in the new club, helping to "finish it off" and getting the feel of the place. Mr. Driscoll reports that this is an excellent idea for any new club which is opening and he highly recommends it. It made the first year's operation much easier.

Tight Controls

A tour of the club today is revealing. Efficiency and cleanliness are the watchwords—with everything tightly controlled and under the thumb of Manager Driscoll.

Buying is one example. Says Ed Driscoll: "I think every manager should be right on top of buying. I, myself, keep the dry storage room and deal with the various purveyors." As a matter of fact, on an average day, the suave Mission Hills manager may talk with as many as half a dozen different salesmen.

"I don't consider this a menial job in any sense," declares Manager Driscoll. "I want to check quality of things coming into my club and the only way I can do that is to talk with the purveyors myself."

What does he buy? A check of the dry storage room reveals top quality national brands of various descriptions plus a healthy sprinkling from a local grocery house. On the shelves are neatly stacked cans of goods bearing the Heinz, Sexton and Kraft labels, as well as condiments and specialties from houses such as Conway. And as a visitor was talking with the

manager in the grocery storage room, in popped a salesman from one of the local Kansas City houses to restock several items.

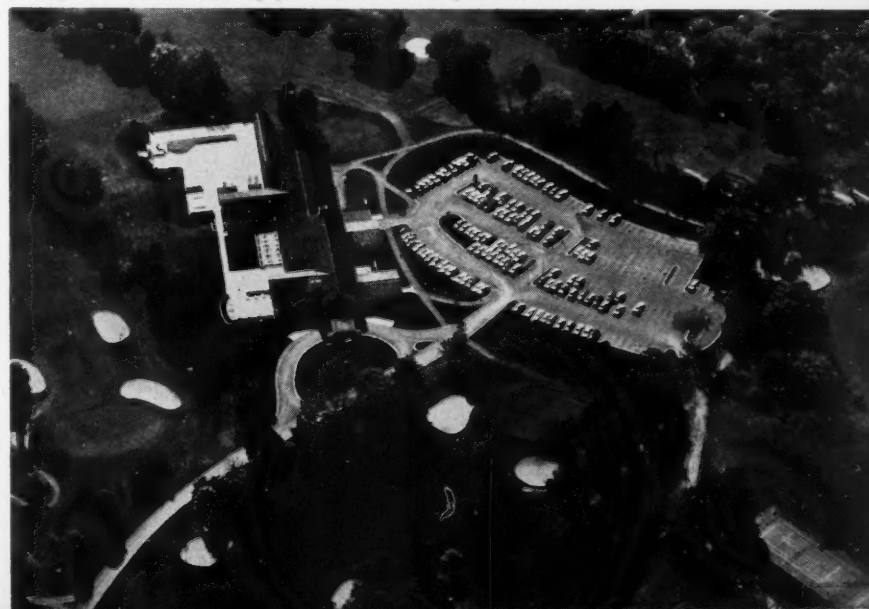
And on meat? "I use about five different sources," Mr. Driscoll explained. "That protects me, and it also protects the club in case of emergency." And as he spoke, a representative from Williams Meat Co. called on the phone to discuss cuts for a forthcoming party at the club.

The Mission Hills manager has help and advice on his buying from an alert and experienced staff including Chef Alphonse Cormier, Pastry Cook John Eberle and Bookkeeper Ruth Johnson.

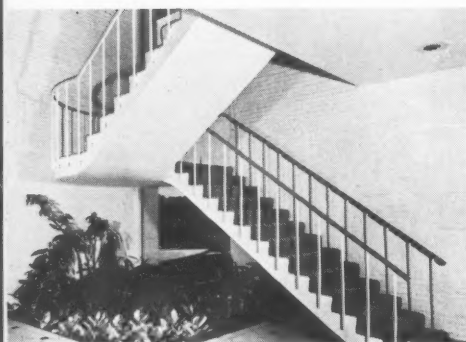
In the Kitchen

For the kitchen Manager Driscoll blended old equipment from the previous clubhouse and many new pieces

This overhead shot of Mission Hills shows its relationship to the course. Note the large parking lot, and the swimming pool attached directly to the clubhouse.



Mission Hills Report



This dramatic, suspended stairway connects the first and second floors.



The pastry corner of the kitchen.

example, in the dry storage room, located in the basement, is a chute to the ground level outside so that deliveries are quick and effortless. Another chute connects the dishwashing area on ground level to the laundry hampers in the basement for speeding up linen disposal. Also in the basement is a gas-fired incinerator, which cuts down trash hauling to twice a week, and the monitor for the music which is played throughout the club.

In the basement, too, is a splendid combination heating and air conditioning plant—gas fired with an auxiliary oil tank in case of emergency. The club is air conditioned throughout except for the locker room. And Mr. Driscoll, if he had his way, would have that air conditioned too. "It was one of the few things that I suggested that they didn't do," he explained, "but I still have hopes of having it done in the future."

The Golfing End

Moving to the pro shop, in the lower part of the club, the visitor finds a large bag-storage area, a fair-sized shop leading out to the golf course and the storage area for electric cars (operated on a concession basis: \$7 for 18 holes). Presiding over the shop

is Pro Billy Mathews and Assistant Pro Stan Thirsk who team with Grounds Superintendent Chester Mendenhall to provide top notch golfing for the club's 500 members. Cost per year of the course maintenance is \$2900 per hole—about the national average.

The golf shop, like the locker rooms, is completely carpeted; Bigelow carpeting is found throughout the club.

In the locker rooms are spacious Republic Steel lockers, ventilated from the top to bottom by partial vacuum formed from the suction-type ventilation system employed. And a separate men's room is located outside the men's locker room so that the latter can be locked at night during parties, etc. An added touch in the locker rooms is the presence of both cloth and paper towels so that at peak times, when hand towels may run out temporarily, there are always plenty of paper towels available.

Next to the locker rooms is more storage space (the club is blessed with an unusual amount of it) where the pool furniture is kept in the winter. Manager Driscoll has had bad luck with some of the pool furniture which has plastic stripping on a tubular metal frame because the plastic keeps breaking. More to his taste are a handsome group of Troy chairs with woven seats and brass legs.

Teen-Age Troubles

The one "white elephant" room in the house is, surprisingly enough, the teen-age room. "Our teen-agers simply won't use it," remarked Mr. Driscoll. "I guess it may be because they want to be a part of the general activity of



the club and their room is rather isolated."

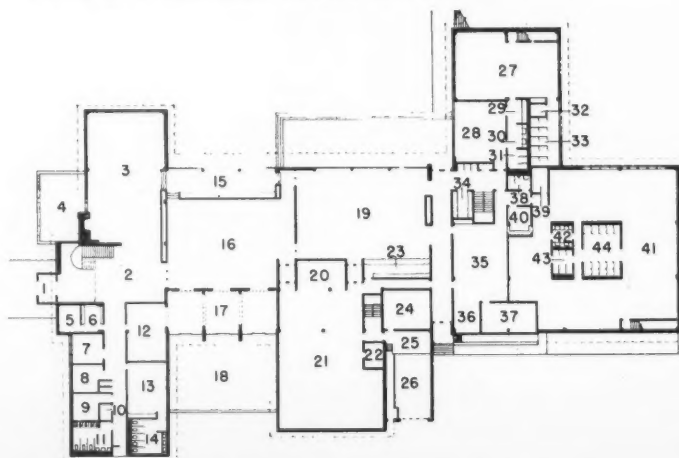
The teen-agers decorated it themselves and it has the usual paraphernalia of a teen-age room: soda bar, juke box etc. The lack of use of this

(Continued on page 44)

the club and their room is rather isolated."

The teen-agers decorated it themselves and it has the usual paraphernalia of a teen-age room: soda bar, juke box etc. The lack of use of this

The floor plan of the main level. Key: 1. entry; 2. lobby; 3. main lounge; 4. reflecting pool; 5. manager's office; 6. cigar counter, switchboard; 7. women's coats; 8. men's coats; 9. storage; 10. janitor's closet; 11. men's toilet; 12. women's card room; 13. & 14. women's lounge; 15. dining terrace; 16. main dining room; 17. private dining room; 18. dining terrace; 19. main grill; 20. dishwashing; 21. kitchen; 22. storage; 23. bar; 24. liquor storage; 25. truck dock; 26. garage; 27. to 44. men & women's locker rooms and men's grill.



CLUB MANAGEMENT: APRIL, 1960

Decorations Highlighted Our Luau Party

Special Food Was Important To Success of the Event

By John Copeland, Manager

**Riverdale Country Club
Little Rock, Arkansas**

THE beautiful new Riverdale Country Club was the scene of "Tropical Paradise at the Luau" held not long ago as one of its monthly parties. Island music, swaying palm trees and colorful costumes were the festive ingredients for a happy time at "Riverdale Island."

Lanterns hung from the porch and driveway canopy at the entrance to the club, and the doorman and his assistants were dressed as islanders for the occasion. Music was played from the score of "South Pacific" as the guests entered "Riverdale Island." Three lovely beauties from the club were waiting to greet each guest with "Aloha!" place a lei around his neck and give him the traditional kiss.

The main club was transformed into a paradise of South Sea island beauty. A covered bamboo hut flanked by palms blowing in the breeze (with the aid of fans) formed the orchestra stand. Tables were three- by 60-foot boards covered with green denim and placed 12" above the floor. All the guests sat on the floor on cushions borrowed from the football stadium. The walls were covered with palm leaves, grass hats, grass fans and South Sea island travel posters borrowed from travel agencies, airlines, etc. Tiny colored paper balls were pinned to the curtains and hung from the ceiling among colored streamers and lanterns.

The lounge was decorated on the South Sea island basic theme with fish nets covering the entranceway. Driftwood, gathered from the nearby river banks, flanked the fireplace where an artificial fire "burned."

The cocktail lounge entranceway and interior were planned with the

same decorating keynotes. There were no tables or chairs in any of the rooms, including the cocktail lounge. In the bar lounge a combo (in costume) provided music before the dance.

The food-laden table in the east room was 60 feet long with 12-foot wings at either end. A colorfully decorated buffet was set against a background of island beauty and flying fish on glitter paper. The bar patio and swimming pool area were decorated with umbrellas and colored lights.

The informality and ease of the party, along with the entertainment in our Luau, was the secret of a successful evening. Dance contests, a costume contest, dancing and a floor show were on the agenda of events. After dinner, I, acting as master of ceremonies, presented the famous dancing chorus (club members) from South Pacific. They performed two numbers. A specialty number by one of the College Girls Group and a duet specialty by the club life guard and a college girl from the club followed this. Then the ladies and men of the club had a hula contest. Prizes were presented to the winners. A high point of the evening was the choosing of a king and queen of "Riverdale Island" and the crowning of each. There was group singing of the "Happy Talk" song and others. After an evening of dancing, the club served coffee and doughnuts.

About 300 members attended this party, which we found to be such a success that we plan to make it an annual affair.

Two publicity sheets announcing
(Continued on page 46)



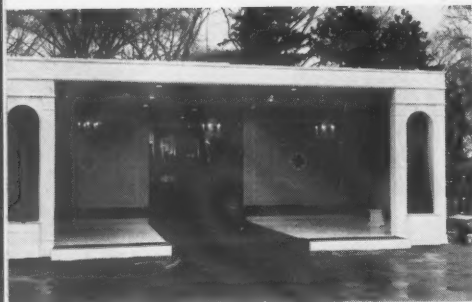
Two golden horns of plenty overflowing with grapes, oranges, bananas and melons graced the centers of the tables for the "Tropical Paradise at the Luau" party given at the Riverdale Country Club.



Featured in the elaborate setting of the Riverdale Hawaiian party was a roasted suckling pig. The tables were decorated with palms and displayed beautiful fish, jello, slaw and cottage cheese molds.



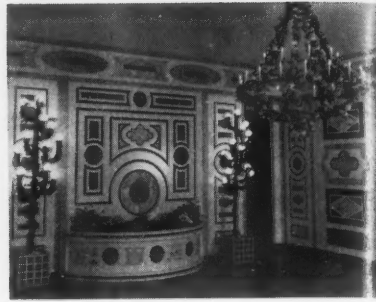
French fried shrimp, lobster tails, baked ham, barbecued pork and chicken breasts were just part of the lavish menu served against a South Sea island backdrop.



A special 150-foot carpeted passageway was constructed at the entrance to the Country Club of Detroit for the Ford debut.



Approximately two million fresh magnolia leaves, flown in from Louisiana, covered the gallery walls in the main hallway.

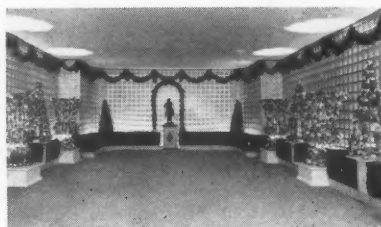


The formal ballroom was transformed with papered marble walls and a fountain as part of the 18th century French chateau design.

How We Managed the Ford Debut

By L. Leon A. DeHart, Manager

Country Club of Detroit
Grosse Pointe Farms, Michigan



Above, the room in which the Fords received guests was converted into a French garden, featuring a bronze equestrian statue. Below, at left, is Henry Ford II, whose daughter, Charlotte, was introduced to society December 21 last year, with Leon DeHart, manager of the Country Club of Detroit.



ALMOST eight months of detailed planning went into the formal ball marking the introduction to society of Charlotte Ford, oldest daughter of Mr and Mrs. Henry Ford II and great-granddaughter of Henry Ford. It must be recorded as one of the outstanding debuts in recent American society, and it certainly was one of the highlights of my 25 years in club management.

The ball, held at the Country Club of Detroit December 21 last year, was attended by 1270 guests and cost \$250,000. Flowers alone cost \$60,000. Almost 50 press, radio and television representatives were on hand for the occasion.

My first meeting with Mr. and Mrs. Ford concerning the party was in April of 1959. I was told I would be in complete charge of arrangements and management. Through the next four months there was a series of meetings on details. In September I met with Mrs. Ford and decided on the menu. And still other conferences followed with the decorators, movers, tailors and the press.

I mention tailors because we ordered 100 special dinner jackets for the waiters at the party; afterward we gave each waiter his jacket to keep. Our full staff for the debut consisted of about 250 persons, including a standby plumber, electrician, tow-truck and a registered nurse. My son, Brian, age 11, dressed in a tuxedo as our page-boy for the evening.

Preparing the club for the formal ball involved a race against time, since another large debut was scheduled in the club two days earlier, Saturday, December 19. Shortly after

that party ended, crews from a fleet of 29 moving vans moved all furniture out of the club and a small army of workmen began installing the new furniture and decorations.

Under the watchful direction of Paris Designer Jacques Frank, the interior of the club (which we feel is luxurious even in its customary state) was transformed into the splendor of an 18th century French chateau. Imported French tapestries, mirrors, simulated marble walls and chandeliers entwined with ropes of flowers made the rambling, comfortable rooms of the club unrecognizable.

Guests entered the club by a special 150-foot red carpeted passageway constructed for the debut, then through a wood-paneled corridor lined with blooming rose trees and antique candelabra (the men's locker room which non-members never knew and members did not recognize). Overhead was a ceiling of blue veiling. This corridor led into a main hallway where an estimated two million fresh magnolia leaves, flown in from Louisiana, completely covered the gallery walls. Each leaf was stapled individually onto panels.

The room in which the Ford family received guests was converted into a French garden with a huge bronze equestrian statue in the center of one end. The adjacent room was the ballroom, with papered marble walls, a spouting fountain at one end and a two-tiered band-stand at the other. Meyer Davis' society orchestra played until dawn.

The mixed grill room was turned into a French bistro, a medieval meeting hall with red, green and gold felt



For Fast or Feast: Almost any time proves to be a good time to offer patrons a fish sandwich. Here's one they'll enjoy. It could be a profitable addition to your daily selections. Fry it to golden-crust crispness with Kraft's Red Label Shortening.

Cheese Scallops

Amount per serving: 9 scallops

INGREDIENTS

24. SERVINGS

- | | |
|--------------------------------------|-------------|
| 1. Egg whites | 24 (20 oz.) |
| Kraft Sharp Cheddar Cheese, shredded | 6 lbs. |
| Dry bread crumbs | 3 cup |
| Worcestershire sauce | 1/4 cup |
| 2. Kraft Red-Label Shortening | — |
| Kraft PC Ketchup (1/2-oz. portions) | 24 |

1. Beat egg whites until stiff but not dry. Fold in the remaining ingredients and mix until well blended.
2. Roll level tablespoons of the mixture into balls and deep-fry in shortening, 325°, for 3 minutes. Drain. Serve with Kraft PC Ketchup.



Ahoy . . . Cheese Scallops: No seagoing experience needed to prepare these prairie scallops. They're made with a good sharp cheddar—Kraft's Elkhorn—and a few simple ingredients. Pop 'em in the fat for 3 minutes. Customers say: delicious! See recipe above.

Sales-ward bound

DEEP-FRIED "SPECIALS"

Like to increase the *recovery rate* of your fry kettles? *Profit recovery*, that is. Introduce french-fried items that are *new* to your customers. Naturally, these newcomers will give you a better mark-up than your more competitively priced "menu regulars." Try these two recipes . . . and ask your Kraft man for others.

Red-Label Day—When you fill your fry kettle for the first time with Kraft Red Label, you're set for perfect frying. Foods emerge with the golden glow and crisp fine flavor that customers really like. Complete satisfaction is assured because Kraft Red Label Shortening is ultra-refined. Made from hydrogenated vegetable oils, it vigorously resists foaming and gumming. Very high-smoke point and low fat absorption mean longer life, greater economy and consistently superior fried foods.



CHEESE SALADS

give new life to
"tired" menus

If salad sales need rejuvenation, try these remedies: (1) Let the lively taste of cheese, as garnish or ingredient, exert its appetizing sales persuasion on your customers. (2) Make every salad with the dressing that suits it best.

This is actually as easy as it sounds. For Kraft has the recipes, all the cheeses, and a large line of famous dressings. Wouldn't one of the following salads fit nicely into your menu pattern?



Celebrated Macaroni Salad:

Made with cubes of Cheddar Cheese (Kraft's Mayflower), this salad is one that patrons find intriguing. A distinctive flavor note is acquired by marinating the macaroni in Miracle French Dressing. This is the most popular of all French Dressings. Savory yet mild, it's creamy-smooth, doesn't separate. Wonderful as an ingredient in salads, and as a dressing on them.



The "Eyes" Have It: When customers see this wonderful combination of shrimp, hard-cooked egg slices and asparagus spears, they find it pretty irresistible. Top with Kraft Mayonnaise. Made with purest salad oils, fragrant vinegar, selected egg yolks and choice seasonings, Kraft Mayonnaise adds palatability to the salads you serve.



Royale Blue Salad:

Add Kraft Blue Cheese Dressing to a bowl of greens and you've got yourself a salad that sells . . . and sells! Tossed greens mingle deliciously with Kraft's Blue Cheese Dressing. It's rich in fine Blue Cheese—more than 50%—in a creamy mayonnaise. That's what makes this salad so special.



adorning circular tables, wooden kegs with matching felt for chairs and swords criss-crossed on the walls behind the bar. In this room Ernie Swan, Detroit jazz pianist, entertained. Our cocktail lounge was draped in gold velvet with framed rich wall tapestries.

We had five cocktail bars, one service bar for cocktails and one champagne service bar from which 50 waiters carried trays of Cuvée Dom Perignon 1949 Champagne throughout the club.

The dining room, where guests were served a midnight breakfast, featured tables decorated with coral carnations and candles. Della Robia swags were looped over mirrored walls, and Miss Ford's initials were carved in ice in the center of the long buffet table.

The menu for the buffet included

baked breast of chicken Marguerette en casserole, sautéed chicken livers, French onion soup au gratin, scrambled eggs in butter with chopped parsley, baked corned beef hash, broiled little pork sausages, pan-broiled Canadian bacon, grilled strips of Virginia bacon, small French pancakes en café, together with fruit juices, fresh fruits, biscuits, Greenbrier, toasted English muffins, assorted tiny sweet rolls and milk and coffee.

From 10 p.m. until the party's end, guests were served assorted finger sandwiches by circulating waiters.

The main entertainment feature was Nat "King" Cole, who spent an hour singing the hosts' and guests' favorite songs.

The Ford debut was certainly a challenging event for the club... and for my wife and me.

Club Discovers Profitable Idea In 'Gourmet Menu' Dinner Dances

By Roy Calvert-Link, Manager

Blytheville Country Club, Belmont, Michigan

AS the full impact of winter hits, club business may slow down somewhat after the holidays; then the time is ideal to make use of a new idea to spark the interest of members and keep them coming to the club.

Since we of Blytheville Country Club are located a short distance from Grand Rapids, we find that we need to promote new ideas in order to draw our members away from the downtown restaurants and out to the club. One method that we tried for the first time last year has proved to be quite successful. We hold "Gourmet Menu" dinner dances.

We ended up holding two dinners when we first tried this because the first one, limited to 60 persons, was overbooked. Due to our small kitchen, we have to place such a limit on the dinners in order to give quality food and service. But the dinners are highly profitable. Cost is \$8.50 which includes dinner and dancing to a small trio. In addition to the normal cocktail hour, we average 48 bottles of wine sold at each dinner with a considerable business in after-dinner drinks.

Two of the menus we have used are:

No. 1

Le Petit Marmite
Oysters à la Duxelles
Tournedos à la Bernaise
Sherbet
Coq-au-Vin
Pommes de Terre Duchess
Haricot Verts
Salad Caesar
Mousse Chocolat
Cafe

No. 2

Turtle Soup au Sherry
Dover Sole Bonne Femme
Lamb Chop à la Signora
Sherbet
Breast of Guinea Hen Royal
Pommes de Terre Parisienne
Asparagus Hollandaise
Salad Ceci
Creme Marrons Glace
Cafe

The profitable return on these dinners comes from the drinks which we offer. The club has a selection of sherries to go with soup, dry white wines for fish, burgundies and rosés for the meats and poultry and sweet wines to accompany dessert.

clean water

can be built into
every swimming pool
by specifying

Hopkins FILTERS

High efficiency with low operating cost—plus crystal clear swimming water—are the results of installing Hopkins FILTERMASTER FILTERS.

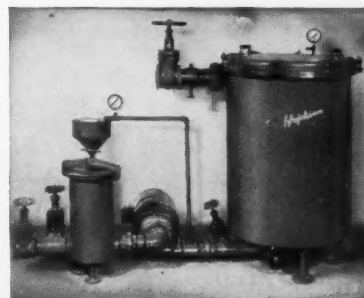
Diatomaceous earth, pressure-type models in sizes for all pools private and commercial. Longest filtering cycle of any commercial filter.

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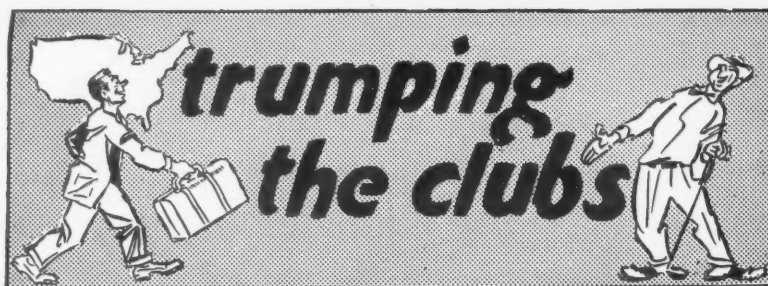
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Earl S. Holland

Earl S. Holland, formerly manager of the Rockhill Club, Kansas City, Mo., became manager of the Beloit (Wis.) Country Club February 1.

Remodeling is in progress at the club, which has an 18-hole golf course, swimming pool, dining room and cocktail lounge.



Harry E. Hussell, 54, manager of Forest Hills Country Club, Rockford, Ill., for two years, died of a heart attack February 7 while vacationing in Nassau.

Mr. Hussell, who was born in Switzerland, had been in the club field for many years here and in Germany, Italy and Monte Carlo. He also had been associated with the Fred Harvey restaurant chain.

During World War II Mr. Hussell took part in the invasion of Okinawa. He is survived by his wife, Alma, a daughter, Diane, 16, and a sister in Germany.



John H. Nansen has left the University Club of Long Beach, Calif., to become manager of the Pacific Coast Club in the same city.



William Schwarz has been appointed manager of the Executive Penthouse Club, Santa Ana, Calif.

Charles K. Vernon, assistant manager of Youghioghenny Country Club, McKeesport, Pa., who is leaving to become manager of Alcomo Country Club, Penn Hills Twp., Pa., was given a farewell party by members and friends February 10.

Mr. Vernon, a member of CMAA, has been at Youghioghenny, where Floyd S. Spate is manager, for the past 12 years. Some 150 members and friends attended the dinner in Mr. Vernon's honor.



The Lotos Club, New York landmark for men of attainment in the cultural, professional and business world, is celebrating its 90th anniversary this year.

The club, under the management of Harry R. Langdon, has on its membership roster such notables as President Eisenhower, ex-presidents Hoover and Truman, Leonard Bernstein, Oscar Hammerstein, II, P. G. Wodehouse, Henry Cabot Lodge, General Douglas MacArthur and Robert Moses, who spoke at a celebration of the founding February 2.



L. J. "Jack" O'Neill assumed management of the Edgewood Valley Country Club, La Grange, Ill., March 16. He was formerly manager of the Country Club of Decatur, Ill.



Reuben Lopat has been appointed general manager of Tarryhill Country Club, Ossining, N. Y. He served as day camp director and assistant general manager at Shorehaven Club and Fort Hill Beach Club in the same city before accepting the position at Tarryhill.



Harvey D. Brown, formerly manager of the Terrace City Club, Kansas City, Kan., has taken over new duties as manager of Meadowbrook Golf and Country Club, Overland Park, Kan. He is secretary-treasurer of Mid-America Chapter.



Elmer G. Greene

Elmer G. Greene became general manager of Wildwood Country Club, Fern Creek, Ky., March 5, and he and his family moved to the club the first of this month.

Prior to this, Mr. Greene held a similar position at Audubon Country Club, Louisville. He was assistant to the late Langford Griffen for nine years at the Peninsular Club, Grand Rapids, later becoming manager. He also has been manager of Blythefield Country Club, Belmont, Mich.



O. C. (Tommy) Thompson was named manager at the end of last year of Scottsdale (Ariz.) Country Club, which has under way a \$500,000 expansion program to double facilities.

Three new apartment buildings, in a circular design, will face the club's pools, golf fairways and lagoons.

Under construction is a 70- by 30-foot bridged pool. The club has an 18-hole golf course, two putting greens, a driving range and riding stables with 30 horses.

Mr. Thompson has been manager of the Flamingo Club & Hotel, Miami Beach; Bay Shore Royall Hotel, Tampa; Andrew Johnson Hotel, Knoxville, Tenn.; Hotel Sherman, Chicago; and Hoteles Internacionales, Cuba; and was past director of the Florida State Tourist Bureau.



J. Robert Gracey has been named manager of Holston Hills Country Club, Knoxville, Tenn., succeeding Harold E. Gaut, who had been with the club for four years.

Mr. Gracey has been manager of Shelton Hotel, New York City, and Noel Hotel, Nashville. He graduated from the University of Tennessee and before that was enrolled at West Point.

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Informal Dining Area Boosts Club Business



The 16th of this month will be the five-year anniversary of the formal opening party of St. Louis' Old Warson Country Club. An active, participating membership reflects well-planned direction under Manager M. C. "Pat" Brennan. Redecorating and several new additions have been completed recently, including this new trophy room. The trophy room features a charcoal grill and repeats the easy informality of the adjoining 19th hole and its new addition. Manager Brennan reports that this room already has "picked up the check," paying its own way and also increasing business in the rest of the club. The club's daily luncheon attendance averages from 50 to 75. Everything served on the simple but hearty trophy room menu is prepared in the room. In the design of the room, brick, matching that used in the original construction of the Williamsburg-styled clubhouse, has been combined with chiseled-wood touches. A copper dome above the compact charcoal grill unit is designed to permit an inflow of air as well as an outward pull of air currents. This avoids the possibility of the room clouding up with smoke and at the same time allows a taste-whetting aroma of steaks on the charcoal grill to reach hungry diners.



On the second floor of Old Warson Country Club is this new mahogany-paneled library. Rich red-brown leather-covered chairs and a white couch were used in the decor. The library often is used for cocktails and hors d'oeuvres with Bermuda chimes announcing dinner in the adjoining Warsonian dining room. The walls of the Warsonian room are finished in white brocade, and nine tables for six, convertible to leather-topped card tables, are used in the dining area. Across the hall a two-in-one directors-Founders room was added. Additional air conditioning was installed in the second-floor remodeling program.

Las Vegas Ski Club has planned construction of a new clubhouse in Lee Canyon. The "A-frame" structure with about 2000 square feet of floor space and a loft will contain lockers, showers, kitchen, lounge, fireplace and sleeping areas. Adjacent dormitories are planned.

Lamar Rhodes has been named manager of Northwood Country Club, Meridian, Miss., succeeding Talmadge Gatewood. Mr. Rhodes and his wife have two children.

The Maysville (Ky.) Country Club reopened April 1, after being redecorated to repair damage done when the club was swept by fire in June, 1959.

Manager is Ivan Donaldson, who has been with the club for three years.

William Jeffries and his wife, Evelyn, assumed management of Hillcrest Country Club, Batesville, Ind., the middle of January. Mr. Jeffries will serve as the club golf pro as well as in the manager post. He succeeds Mrs. Ruth Mary Green as manager.

A three-level swimming pool finished in native stone is planned for the new Tanglewood Country Club, Denison, Tex. Tom LaRocca is general manager and William Klopfer is manager of the new club.

The pool of the club, which opened with a formal membership party February 26-27, will have a natural look rather than that of a polished swimming pool.

Play will begin on the first nine holes of the golf course this spring, with work starting on the second nine. In addition to the pool, facilities will include a tennis court, riding stables, shuffleboard and badminton courts, a pier for cruisers, and a 3000-foot all-weather airstrip. The club will also operate a water ski school.



The London Hunt and Country Club, Glenmore, London, Canada, has sent a copy of a brief historical folder tracing the club back to its founding in 1887. C. A. Walker is general manager of the club.

The folder makes note of members of the club who entered hunters in the Royal Winter Fair and in the Olympic Horse Show. In the early days of the club a nine-hole golf course and grass tennis courts were maintained, and in 1916 an 18-hole course was laid out. Approximately \$300,000 has been spent in the last 15 years on club remodeling for relocating the kitchen, adding a private dining room, new lounges and more locker room space.



John L. Glymph, manager since 1956 of Pointsett Club, Greenville, S. C., has been appointed manager of the new Litchfield Inn, being constructed at Litchfield Beach, S. C.



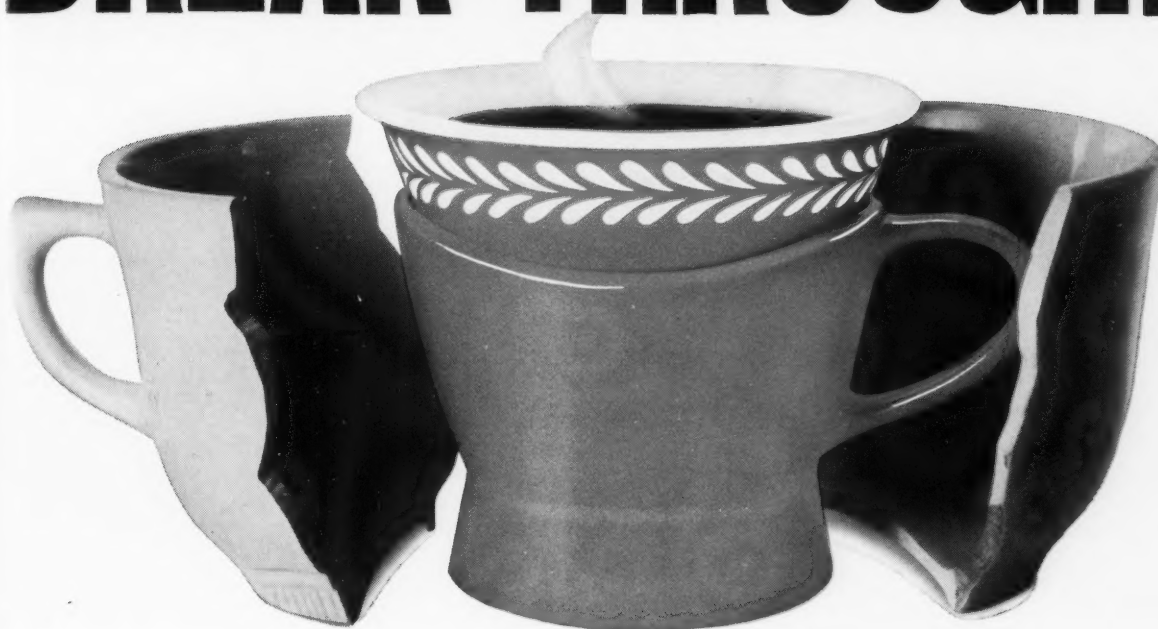
Malcolm McMullen, golf pro since 1951 at Harrison Lake Country Club, near Columbus, Ind., has been named manager of the club.

Mr. McMullen, who graduated from Xavier University, Cincinnati, will continue as golf pro at the club in addition to his new duties. Before going to Harrison Lake, he was assistant pro and groundskeeper at Elks Country Club, Hamilton, Ind.



Rainbow Springs Lodge, a new club in Mukwonago, Wis., has recently been completed. Steve Kornis is manager of the club which is constructed on a 945-acre site and overlooks a 80-acre private lake.

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Publisher Don Clark (right) of CLUB MANAGEMENT and four other magazines published by the Commerce Publishing Co. of St. Louis, sits on the deck of the S. S. Mariposa in San Francisco harbor preparatory to a three-month trip to the South Seas. With him are San Francisco friends, Joy Hoffman and his daughter, Linda, who were on board to wish "bon voyage." Mr. Clark will visit Tahiti, New Zealand, Australia, the Fiji Islands as well as Hawaii on the trip which will be made both by boat and by plane.



Construction of a second 18-hole golf course will be started when membership of De Soto Lakes Golf and Country Club, Bradenton, Fla., reaches 350, it has been announced. This is planned to carry out the club's policy of maintaining uncrowded play for members.

The present 18-hole course was opened in January, 1959. The \$40,000 De Soto Open, rated among the top money tournaments in the nation, was held March 24-27 at the club.



The expansion of clubs and soaring membership rolls of the clubs in the Washington area were pointed up in a recent feature in the Bethesda (Md.) Tribune.

Among these was Woodmont Country Club, Rockville, Md., where Jacques N. Aimi is manager, which is planning a million-dollar building program.

Columbia Country Club, Chevy Chase, Md., which has been managed by Max R. Beck since 1935, has plans for two new buildings at a cost of \$60,000.

The new Lakewood Country Club near Rockville, Md., is scheduled to open in June.



Don Beard has accepted the position of manager of Charleston (Ill.) Country Club.

Mr. Beard, who has managed clubs in Canton, Ill., and near Jacksonville, Ill., will also supervise food service at the club. He and his wife, Shirley, have four children. The new clubhouse was scheduled to open March 1.

Hart Hatchett has been appointed manager of the Rochester (Minn.) Golf and Country Club, succeeding Richard A. Morton, who resigned to accept a position at Cornell University.

Mr. Hatchett was formerly assistant manager of Zumbro Hotel and of the Damon Hotel, Rochester. He also has been associated in various positions with the Kahler Corp., Rochester.

Mr. Hatchett attended Eastern Kentucky State College, Richmond; Evansville (Ind.) College; and summer courses in Cornell University's school of hotel administration. He and his wife, Ruth, have two daughters, Patricia and Paulanna.



The Drug and Chemical Club, New York City, is planning a \$250,000 to \$300,000 refurbishing program for the clubrooms and facilities.

The proposed plan is to modernize the kitchen equipment, enlarge the bar and redecorate and refurbish the clubrooms. Manager is Victor F. Homberg.



Lakewood Country Club, New Orleans, where West J. Matthiessen is manager, has completed contracts for a new clubhouse, pool, pro shop and other facilities, scheduled to be finished by March of next year. The plush new quarters will cost a little more than \$2¼ million.



The Culinary Institute of America, New Haven, Conn., was featured recently in the Sunday magazine of the city's newspaper, a copy of which was sent to us by Joseph P. Tonetti, manager of New Haven Country Club, Hamden, Conn.

Mr. Tonetti, who is a food management consultant, has been connected with the school since its founding in 1946.

The illustrated article explains the two-year program, under which students work in the general production kitchens, bakery and garde manger department, where they learn fancy techniques of carving and how to set up buffets. They plan menus, learn to order food, keep inventory and calculate costs . . . and they eat their own food "to develop a discriminating palate." Practical work is supplemented by lectures and demonstrations.

Mrs. Frances Roth, director of the Institute, organized the school which started with 55 students, now has some 200 and has trained over 1800 cooks.

The Meadow Lake Acres Country Club, Jefferson City, Mo., will get out of the planning stage this month when ground is broken for the clubhouse and swimming pool. An 18-hole, 6500-yard golf course will be laid out, using advantageously a seven-acre lake which also will be stocked with fish.

Other features of the new club will be a wading pool, picnicking area and a pro shop. The club will have 400 regular members as well as other membership categories. C. R. Pappert is president.



Miss Alice Schroeder, manager of Tipton (Ia.) Country Club, suffered a fractured spine in a fall the middle of February. She was in Mercy Hospital, Iowa City.



George S. Farr has been named manager of Shadow Mountain Club, Palm Springs, Calif. He formerly was associated with Glendora (Calif.) Country Club and with the El Caballero Country Club, Tarzana, Calif.



Mr. and Mrs. Edward Cheney

Edward Cheney and his wife, Tibbie, are well known to managers throughout the Pacific Northwest, having conducted annual dance classes in many clubs for the past ten years.

The picture above on the S. S. Mariposa as it neared the harbor of Sydney, Australia, was snapped March 6 by Don Clark, publisher of CLUB MANAGEMENT, who was one of the enthusiastic Cheney pupils for the rhumba, samba and cha cha cha on the three-week trip from San Francisco.

Mr. Cheney, together with Mrs. Cheney, has served for the past two trips as cruise director of the ship. Last year he was director on the S. S. Lurline to Hawaii. The Cheneyes' dance classes have included the Multnomah Athletic Club, Portland, The Tennis Club, Seattle, and the Washington Athletic Club, Seattle.



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Henry J. Presser, Sr.

Henry Joseph Presser, Sr., 71, who retired as assistant manager of Toledo (Ohio) Club in 1957, died March 2 in a St. Petersburg, Fla., hospital.

Mr. Presser had been at the Toledo Club since 1915, and prior to that was associated with the Pendennis Club, Louisville. He had served as president of the Toledo Chapter and for about ten years had been a member of Ohio Valley Chapter.

Survivors include Florence Siegfried, Toledo, his wife; Henry J., Jr., Venice, Calif., and Karl G., Cincinnati, sons; Mrs. Virgil Berry, Toledo, a daughter; George A., St. Petersburg, a brother and former manager of the Toledo Club; Mrs. Arthur Self, Louisville, a sister; seven grandchildren and five great-grandchildren.



Tom Kelley, formerly manager of Hardscrabble Country Club, Fort Smith, Ark., has accepted a similar position with Ridgeway Country Club, Memphis, Tenn. Mr. Kelley succeeds John J. Marckstein, who resigned to go into private business operating The Vault Club, Memphis.

Col. Henry Dutton has been named president and general manager of the new Lake Whitney Country Club, Fort Worth.

Planned as a resort club for corporation executives, the club will cater solely to business firms, who in turn will issue membership privileges to their executives and department heads without charge to them. The membership fee to the firm will be based on the number of sub-memberships it issues.

Located on a 200-acre estate on the shores of a lake, the club has an 18-hole golf course, tennis courts, a swimming pool, riding stables and a yacht marina.

Among clubs with which Mr. Dutton has been associated are the Engineers Club, Philadelphia; Country Club of Coral Gables, Fla.; Boston City Club; Milwaukee Country Club; Stock Exchange Club, N. Y.; Medinah Athletic Club, Chicago; New York Athletic Club; and Lima Country Club, Lima, Peru. He was secretary of CMAA in 1930-31 and regional director from 1932-37, has been president of New England Chapter, and was co-founder of Connecticut Chapter.



Jack A. Cousins assumed management of the Wee-Ma-Tuk Hills Country Club, Cuba, Ill., March 16. Mr. Cousins formerly was manager of the Country Club of Peoria, Ill.



The Tampa Yacht and Country Club financial statement, which was sent to us by Col. C. F. Hoover, manager, has been handsomely presented with a large color photograph insert on the cover.

The booklet has a clear-cut operating statement and contains reports and comments from the various committees.

Fire raged through the nearly completed Elks Club, Jacksonville, Ill., March 13, almost two years to the day that flames destroyed the old club. Cause of the fire has not been determined.

Howard Proctor, manager of the club, estimated damage to the new two-story brick building, which was to open shortly, at \$150,000. He said the building cost \$200,000 and contained furnishings worth \$60,000.



A seminar for waitresses was held March 14 at Flossmoor (Ill.) Country Club as one of two which are scheduled throughout the year. The seminars, set up by Manager Gerald V. Marlatt, are not restricted to Flossmoor employees but are open to anyone in the area.



Mack Brydges

Mack Brydges, formerly assistant manager of Annandale Golf Club, Pasadena, has been appointed manager of the Verdugo Club, Glendale, Calif. He also has been associated with Tacoma (Wash.) Golf and Country Club and Sand Point Country Club, Seattle.

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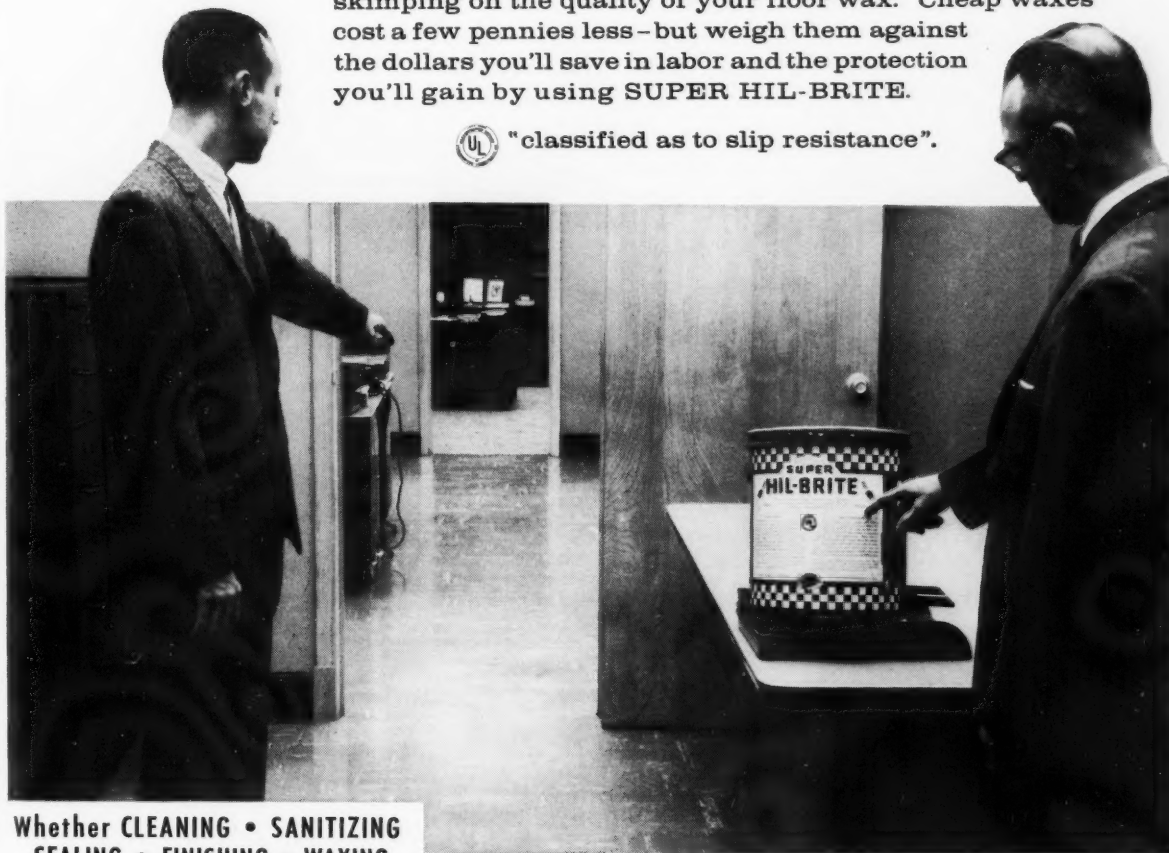
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The first phase of a modernization program for Blythefield Country Club, Belmont, Mich., is planned for completion by June 1. The modernization will result eventually in an entirely new clubhouse.

A new entrance, lobby, grill room and cocktail lounge, a covered patio and manager's office are scheduled for the first part of the program. The main circle drive entrance is being relocated to face the golf course.



Clyde E. Kelley assumed duties as manager of Elizabeth Manor Golf and Country Club, Portsmouth, Va., in January.

Prior to this Mr. Kelley was office and assistant manager for two years of Willow Oaks Country Club, Richmond, Va., a new club for which he organized the accounting and auditing procedures. He began his career in club work in 1948 as auditor of Greenville (S. C.) Country Club where he also served as assistant manager. In 1954 he became office manager of Westwood Country Club, Cleveland.

Elizabeth Manor Golf and Country Club is the home of the annual Eastern Amateur Golf Tournament. The club has scheduled planting of Tifton Bermuda on the greens this spring.



Howard L. Duckworth has taken over the management of The Embers, Battle Creek, Mich., a former night club which he has converted into an establishment promoting fine food, a cocktail lounge and catering to various types of parties.

Mr. Duckworth and his wife left Spring Lake (Mich.) Country Club January 1 after many years of service there.



Conradin Medina, Westmoreland Club, Wilkes-Barre, Pa., sent a copy of the club's financial statement which is unusual in that it explains why certain management principles should be followed and what methods are used.

The statement thus makes it clear to the board why and how the club funds were spent. It gives the principles of food purchasing, storing and issuing, food costs in relation to the selling prices, and accounting procedures.



Robert Bell, Hercules Country Club, Wilmington, Del., died recently according to a report received from CMAA. He is survived by his wife, Norine.



Attending an informal social and business meeting at the Buffalo Athletic Club were the managers of four clubs which competed recently in an Inter-Club Bowling Tournament for the 45th consecutive year. From left to right, they are: Clem Young, Cleveland Athletic Club; Dick Campbell, Detroit Athletic Club; Tom Rice, Pittsburgh Athletic Assoc.; and William Van Lierop, manager of this year's host club.



Ground is scheduled to be broken the 15th of this month for a new, family club in Florissant, Mo., to be called the Florissant Valley Country Club. The club, which is enlarging an old mansion on the grounds for a clubhouse, will have 600 members.

Also planned are three swimming pools, eight tennis courts, which will be converted to ice skating rinks in the winter, a picnic area and a Pitch and Putt 9-hole golf course. Total cost will be about \$400,000.

Mrs. Ruby Kicherer is president and manager, with Nathan A. Colletta as treasurer and membership chairman.



Benvenue Country Club, Rocky Mount, N. C., opened the first of the year after being renovated for the first time since its founding in 1921.

A new golf shop is under construction and by summer, a paved terrace from the building to the swimming pool, paved driveways and parking lots and additions to the kitchen are to be completed at a cost of about \$125,000.

A beige and oatmeal color scheme, with tones of aqua and touches of tangerine, was repeated in several rooms throughout the club. The remodeled terrace was enclosed with glass doors, making a bar and lounge.



An unusual idea in country clubs is being introduced in the Denver area in the Arapahoe Country Club: Membership will be limited to single men and women.

The membership fee will be small, approximately \$100 for lifetime. Under the arrangement, membership will be canceled a year after a member marries.

The new club is to feature swimming, dancing, fashion shows, bridge and "name" entertainment.

The San Diego Club, where Frank B. O'Connell is manager, won the annual Mississippi River Swim, which the club has participated in for 16 years, with 2,042,275 points. The Indianapolis Athletic Club, with Maurice Corya as manager, finished with 1,723,000 points.



Bill Bremer has accepted the position of manager of the University Club, Long Beach, Calif., succeeding John H. Nansen.



William Brinkman, Racine (Wis.) Elks Club, died recently after an illness of about a year. Mr. Brinkman was a member of Badger State Chapter and had attended CMAA national conventions for many years. He is survived by his wife, Muriel.



Horton C. Phillips has been appointed manager of Highland Country Club, Covington, Ky., succeeding Ernie Price, who has become catering manager, Queen City Club, Cincinnati.



R. E. Shook accepted the position of house manager of the Standard Register Company Club, Dayton, Ohio, assuming management February 15.

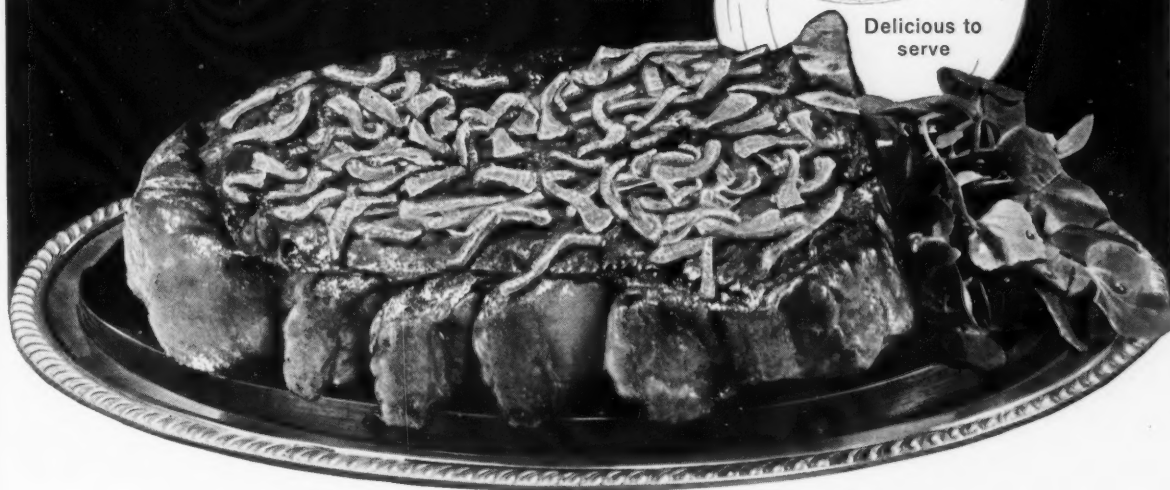


Richard Worthington

Richard Worthington, manager of the Plainfield (N. J.) Country Club, has resigned to become manager of the Oak Hills Country Club, Rochester, N. Y., succeeding Gordon McWilliams.

Mr. Worthington, a member of the CMAA, has been active in New Jersey Chapter affairs and has served as moderator for the country club round table discussion at a CMAA conference.

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Robert D. Halpin, Hamilton Club, Paterson, N. J.

William J. Hodges, Paradise Valley C.C., Scottsdale, Ariz.

Henry L. Huber, Westwood C.C., Williams-ville, N. Y.

Fred A. Irvin, Peninsula G. & C.C., San Mateo, Calif.

Lynn W. Markham, Petroleum Club, Oklahoma City.

Edwin G. McKellar, Oahu C.C., Honolulu, Hawaii.

Frank B. O'Connell, San Diego Club.

Col. Frank N. Owens, Royal Canadian Y.C., Toronto, Ontario, Canada.

A. Kenneth Painton, Union Club, Boston.

Hans W. Rawe, Columbus A.C., Ohio.

James E. Rushin, Montgomery C.C., Ala.

H. B. Sarver, Cherokee T. & C.C., Atlanta.

Thomas J. Spillane, Missouri A.C., St. Louis.

W. L. Stewart, Alta Club, Salt Lake City.

Frank J. Thomas, Saucon Valley C.C., Bethlehem, Pa.

L. William Wagner, Red Run G.C., Royal Oak, Mich.

VOL. XVI

APRIL, 1960

NO. 1

To ALL CLUB MANAGERS:

With 1959 barely past, another year for CMAA has started on its way. The regional directors and most of the standing committees have been appointed and are ready to start work.

The Club Management Institute Committee has scheduled the summer workshops about which you'll hear more in the very near future. Suffice it to say that subjects will be predicated on the Supervisory Development Course worked out recently by the Research Institute of America.

Chapter activities, the backbone and strength of CMAA, continue at an enthusiastic, high level. The three educational meetings yearly give food for thought. Social meetings make possible a continuous interchange of ideas and the solutions of mutual problems.

Your national office is busier than ever, but additional office space and a recently enlarged staff enable it to serve CMAA members even more efficiently than before.

I shall leave crystal ball predictions of the coming year to those better fitted to give them than I, but, with the continued support and help of all of you, we can look forward to another year of progress for the Club Managers Association of America.

Sincerely,
KENNETH MEISNEST, *President*

National Committeemen Appointed

NATIONAL CMAA committeemen have been appointed for 1960 by CMAA President Kenneth E. Meisnest, Washington Athletic Club, Seattle. Committee members are:

Robert E. Yoxall, Country Club of Coral Gables, Florida, chairman, Mr. Meisnest, and Edward A. Vetter, Port-

tage Country Club, Akron, *advertising advisory*; Frederick H. Hollister, Scarsdale Golf Club, Hartsdale, New York, chairman, *by-laws*; Charles E. Errington, The Beach Club, Santa Monica, California, chairman, *chapter relations*;

Edward M. Grenard, University Club, Detroit, chairman, Henry O. Barbour, Houston Club, Royce Chaney, Northwood Club, Dallas, J. William Conner, Statler Club, Ithaca, New York, and Claude Galloway, Waverley Country Club, Portland, Oregon, *Club Management Institute*; Robert M. Dorion, Scioto Country Club, Columbus, Ohio, chairman, John W. Bennett, Commercial Club, San Francisco, and Charles E. Smith, Chevy Chase (Maryland) Club, *editorial advisory*;

Richard E. Daley, Army Navy Country Club, Arlington, Va., chairman, and Mendell F. Rice, University Club, Washington, D. C., *governmental affairs*; Robert Guynn, Decatur (Illinois) Club, chairman, and Charles J. Viviano, Shannopin Country Club, Pittsburgh, *membership*; John T. Brennan, Birmingham (Michigan) Country Club, chairman, Mr. Barbour and Harry J. Gray, Edgeworth Club, Sewickley, Pennsylvania, *national conference*; John G. Outland, Dallas Country Club, chairman, *public relations*.

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FOR

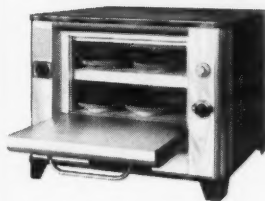
Pizza

General Baking

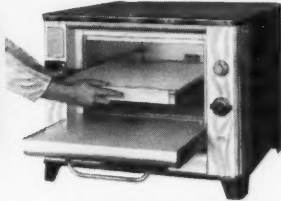
Cooking and Roasting

Heating Frozen Dinners

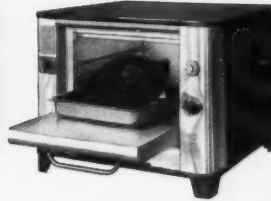
BAKER — CONVERTS INSTANTLY — TO ROASTER



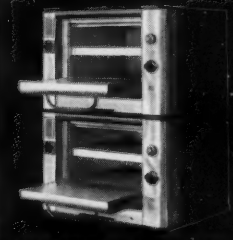
With center shelf in, unit provides two baking compartments, each 20"x20"x4". Three electric heating units in top, center shelf and bottom give intense heat, trigger-quick recovery.



Center shelf slides out easily. Two-in-one timer can be set for cooking cycles of 6 or 60 minutes.



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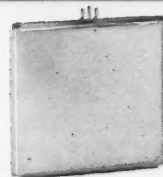
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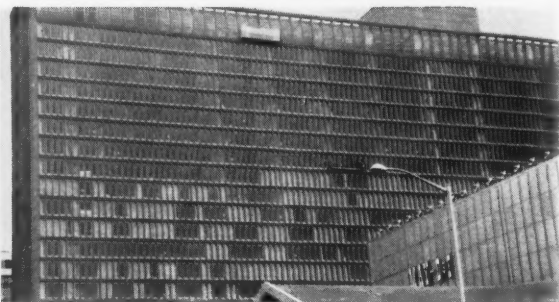


Three-prong plug, built into back of center shelf, plugs its heating element into the main electrical system when the shelf is in use.

Plans Under Way for 1961 Denver Conference



Committees are already hard at work on plans for the 1961 conference of CMAA which will be held January 25-28 at the new Denver Hilton Hotel. Above at left, seated, are Horace G. Duncan, Cherry Hills Country Club, Denver, general chairman; Mark Toray, Town Club of Denver, vice chairman; and Byron Aris, Lakewood (Colo.) Country Club, menu and food chairman. Standing are Donald H. Clark, editor and publisher of *CLUB MANAGEMENT*; James M.



Conway, Denver Athletic Club, program chairman; and Finn V. Petersen, Denver Petroleum Club, entertainment chairman. At right is the new Denver Hilton Hotel which will open officially next month. Managers from all 31 clubs in the Mile High Chapter will have a part in plans for making the Denver conference "the largest and finest in CMAA history."

News of the Chapters—

Mile High

Reported by Laurice T. "Bud" Hall,
Secretary

Finn V. Petersen, The Petroleum Club, Denver, was elected chapter president

at a meeting held February 15 at the Denver Athletic Club.

Other officers are Charles O. Bishop, Columbine Country Club, Littleton, Colo., vice president, and Bud Hall, Pinehurst Country Club, Denver, secretary-treasurer. Horace G. Duncan, Cherry Hills Country Club, Englewood, Colo., and Paul J. Rubben, Cheyenne Mountain Country Club, Colorado Springs, were elected as board members.

Mr. Duncan, general chairman for the 1961 conference, appealed to all members to express their views regarding the conference in writing to committee chairmen.

The following are committee appointments for the Denver convention: Mark Toray, Town Club, Denver, co-chairman; R. E. Williams, Ent Air Force Base, Colorado Springs, and Clayton Pruner, Valley Country Club, Denver, advertising; Mr. Toray, competition and awards; Mr. Petersen, entertainment; Gary Stay, 26 Club, Denver, finance; Byron Aris, Lakewood (Colo.) Country Club, food; George Sperlak, Pueblo (Colo.) Golf and Country Club, hospitality; Howard Mehlman, Denver Country Club, registration; Bud Case, Denver Club, reservations and housing; Mr. Bishop, sponsors; Sam Dunham, Fort Collins (Colo.) Country Club, transportation; Mel Conway, Denver Athletic Club, program arrangements; Mr. Hall, promotion, publicity and printing; Arch Dillman, The University Club, Denver, wives program; Albert Schulze, Green Gables Country Club, Denver, sergeant at arms, and Mr. Mehlman, Mr. Conway, Mr. Case, Mr. Toray and Mr. Petersen, advisory.

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New England

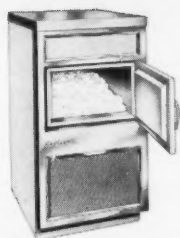
Reported by Beatrice M. Phillips,
Secretary

William A. Schan, president of Oakley Country Club, Watertown, Mass., a member of both Algonquin Club, Boston, and Brae Burn Country Club, West Newton, Mass., and the former Massachusetts State Tax Commissioner, spoke on taxes at the meeting held February 15 at Algonquin Club with Francis Vetter as host.

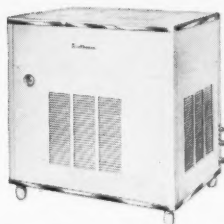
William Gosselin, Chilton Club, Boston, reported on arrangements for the dinner dance scheduled for April 4 at Woodland Golf Club, Auburndale, Mass. Plans are for cocktails at 7:30 p.m., dinner at 8:30

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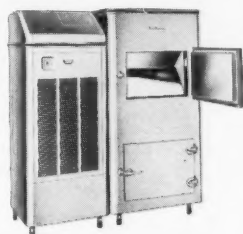
Super Flaker Model DF-4. Makes up to 100 lbs. of perfect crushed ice daily. Stores 40 lbs. in self-contained insulated bin.



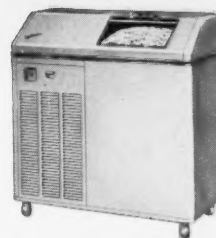
Super Flaker Model SF-8. Makes a continuous supply of up to two tons of crushed ice daily... Ideal for volume ice users! Takes only 5 sq. ft. of floor space.



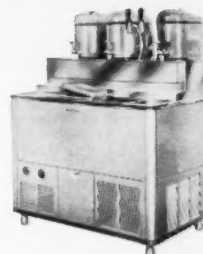
Super Flaker Model SF-2F. Produces a continuous flow of up to 550 lbs. of crushed ice daily. Similar models are also available with daily capacities of 350, 1050 and 2000 lbs.



Super Bin with Super Flaker. Choose among 16 models designed as companion units for Scotsman Super Flakers. Model shown stores 750 lbs. of ice.

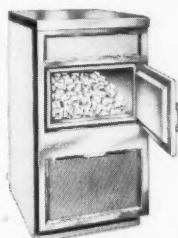


Super Flaker Model SF-3W-SFA. Makes up to 1050 lbs. per day, stores 350 lbs. Similar models make 200, 350 and 550 lbs. daily.

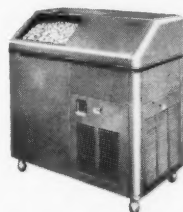


Model SD-2. Handy drink dispenser makes and stores its own ice... up to 550 lbs. per day! Single-head model also available.

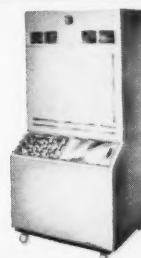
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Super Cuber Model DC-3. Makes up to 50 lbs. of perfect cubed ice daily. Stores 35 lbs. in self-contained insulated bin.



Super Cuber Model SC-200F. Makes up to 225 lbs. per day, stores 150 lbs. Similar model makes 110 lbs., stores 75 lbs.



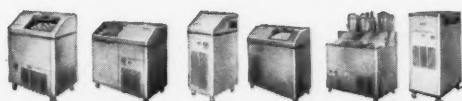
Super Cuber Model SC-500E. Makes up to 500 lbs. of 100% pure Super Cubes daily. Stainless steel bin stores 400 lbs. of ice.

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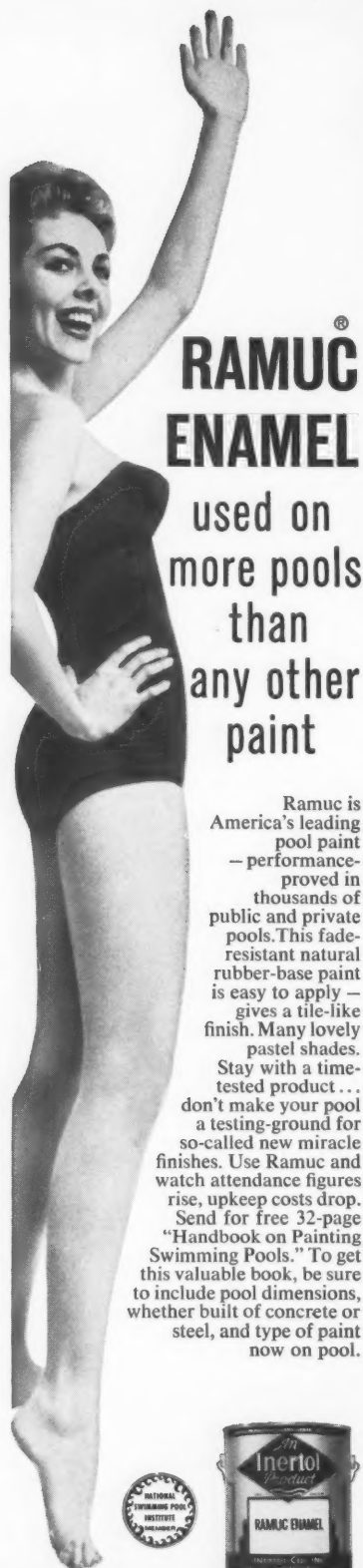


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At the February 15 meeting of New England Chapter held at the Algonquin Club, Boston, are from left: Francis Vetter, host; William A. Schan, former Massachusetts tax commissioner, Price, Waterhouse & Co. tax expert, and president of Oakley Country Club, guest speaker; and R. Alan Chesebro, Brae Burn Country Club, chapter president.

p.m., and dancing to Herbie Sulkin's orchestra.

The following appointments were made to the membership committee: Allan Byer, Lanam Club, Andover, Mass., northern area; Fred Cuzner, Myopia Hunt Club, South Hamilton, Mass., North Shore area; and Bill Travers, Worcester (Mass.) Club, western area. Harold T. Hueber, The Country Club, Brookline, Mass., was appointed special events chairman for July and August.

The founding date of the chapter is being checked for inscription on the proposed new charter.

Meetings are scheduled for April 18 at Myopia Hunt Club (Ladies Night) with Mr. Cuzner as host, and for May 16 at M.I.T. Faculty Club, Cambridge, with William Morrison as host.

Robert M. Dorion, new CMAA director and former president of the chapter, Scioto Country Club, Columbus, Ohio, was honored by a group of the chapter members at a dinner March 1 at Algonquin Club, with Mr. Vetter as host. Those present included officers and former presidents of the chapter.

City of New York

John Gillis, Heights Casino, Brooklyn, Michael Kelly, Union Club, Manhattan, and Ralph Campbell, New York University Club, were voted into membership at a meeting held February 9 at the Empire State Club.

Notice was given by the Opera Luncheon Club officially changing its name to the Weavers Club, Inc.

Forrest "Red" Large, Plum Hollow Golf Club, Detroit, was unanimously elected an honorary member of the City of New York Chapter. A scroll will be presented to Mr. Large and his wife, Mitzie.



The City of New York Chapter was entertained at the Empire State Club, with John W. Cremers as host, before leaving by train for the Pittsburgh Convention.

Ohio Valley

Reported by Charles E. Menges,
Secretary

The resignation of President Jim Sams, River Valley Club, Louisville, Ky., was accepted at the winter meeting held February 21-22 at the Athletic Club, Columbus, with Hans and Joan Rawe as hosts.

Maurice Corya, Indianapolis (Ind.) Athletic Club, vice president, will complete the term.

W. Ralston Westlake, mayor of Columbus, gave the welcome at the reception and dinner held the 21st, and James P. Bell, judge of the Ohio Supreme Court, gave an address on "Behavior." There was dancing after dinner until midnight.

Robert Dorion was recognized for his election to the national board of directors at the business meeting held at the Ohio Fuel Gas Co. Professor George Kienzie, director of the Ohio State University school of journalism, gave an inspiring lecture, "Personnel Problems."

After cocktails and dinner at the Athletic Club on the 22nd, Fred Taylor, Ohio State basketball coach, spoke.

The next meeting will be held May 15-16 in Indianapolis.

Metropolitan

Reported by John A. McCabe,
Secretary

Ted Irwin, magazine writer and editor, and Edwin Gottlieb, president of Gottlieb Associates, were speakers for the February 8 meeting held at Inwood (L. I.) Country Club.

Steve Yurasits, chairman of the golf committee, reported that the spring golf tournament will be held May 16.

President William F. Birner presented a report on the Pittsburgh Convention.

A spring festival and dance is scheduled for April 11 at Larchmont Shore Club with Jack Little as host.

The chapter extended thanks to Ewald Pohlman, manager of the host club, and to his wife, Pauline, for a most enjoyable dinner and evening of dancing to the music of Eddie Lane.

Chicago

At the February 29 meeting held at Flossmoor Country Club, with Manager Jerry Marlatt as host, Victor Chigas, Rolling Green Country Club, Arlington Heights, Ill., and E. R. Kocur, Woodmar



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Country Club, Hammond, Ind., were appointed to the membership committee.

The resignation of John Waldruff, formerly manager of Ravisloe Country Club, Homewood, Ill., was accepted.

Ernie Flaim, Agnes Toner and Paul Frederick were appointed to work on publication of the by-laws and a roster of members.

The chapter's 32nd Annual Stag is scheduled for April 18, with hors d'oeuvres and cocktails at 6:30 p.m. and dinner at 8 p.m., at the Terrace Casino of the Morrison Hotel.

Ak-Sar-Ben

Reported by Celeste Huffer, Secretary

Henry Wills, The Omaha Club, was elected president of the chapter at a

meeting held January 12 at Lincoln (Nebr.) Country Club with John Carey as host.

Other officers elected were: Henry Pick, Highland Country Club, Omaha, vice president; Mr. Carey, second vice president; and Celeste Huffer, Field Club of Omaha, secretary-treasurer.

Pittsburgh

Reported by Lynn E. Bauter, Secretary

Robert Blaisdell, St. Clair Country Club, Bridgeville, Pa., and Franklin Martel, Hill Crest Country Club, New Kensington, Pa., were accepted into membership at the February meeting held at Concordia Club with Mr. and Mrs. John Wilmsfleet as hosts.

F. R. Seitz, Jr., program chairman, set the meeting dates for the coming year. It was decided to resume round table discussions and to vote on the new constitution and by-laws of the chapter at the next meeting.

Delta

Reported by Sam W. Keath, Secretary

Tom Hughes, Country Club of Little Rock, was elected president for the year at the quarterly meeting of the chapter held March 6-7 at Westridge Country Club, Little Rock, with Nick Stathakis as host.

Martin Deneberger, Chickasaw Country Club, Memphis, is the new vice president, and Sam W. Keath, Colonial Country Club, Memphis, is secretary-treasurer. Members elected to the board of directors are: J. R. Fridley, Western Hills Country Club, Little Rock, and Mr. Stathakis.

A highlight of the meeting was a chartered bus trip to a "day at the races" at Oaklawn Park, Hot Springs.

Oregon

Reported by Mabel Frederickson, Publicity Chairman

A meeting was held recently at Waverley Country Club, Portland, with Claude Galloway as host. Members made plans to tour to Seattle February 29 for the banquet at Rainier Club in honor of CMAA President Kenneth Meisnest.

The chapter is happy to accept the Western Seminar for CMAA which is scheduled for September 26-28.

Recognition was given Mr. Galloway on his appointment as three-year representative of the seminar board.

St. Louis District

Reported by Ray Karr, Secretary

The term of newly-elected President Jack Kane, Clayton Elks Club, got off to an auspicious start at the February 22 meeting at the Missouri Athletic Club with the appointment of three committees and the assignment of educational topics to be discussed at the next several meetings.

Hosts for the evening were MAC Manager Thomas C. McGuffey and Thomas Spillane, assistant manager.

Committee appointments were: Mr. McGuffey and Christopher Murphy, Algonquin Golf Club, educational; Paul Lampe, Norwood Hills Country Club, and Ray McGrath, University Club, membership; and Rene de la Torre, Bogey Golf Club, and Mr. Spillane, social.

Members were asked by Mr. McGuffey to suggest topics they would like to have discussed at future meetings and as a result the following assignments were made: "Union Contracts," Mr. Murphy; "Meat-Buying, Butchering, Etc.," Ed Voegeli, Noonday Club; "Bar Control," Mr. Lampe; "Personnel Training," Mr. Spillane; "Social Planning," Dave Gordon, Meadow Brook Country Club; "Purchasing, Receiving, Storage," Pat Brennar, Old Warsaw Country Club.

The remainder of the meeting was devoted to discussing the possibility of holding monthly business meetings in the afternoon, with social meetings at which the ladies are included four or five times a year, and reciprocal agreements among local clubs.

The meeting closed with a fine Washington's Birthday dinner featuring Virginia ham.

New Jersey

Reported by Robert D. Halpin, Secretary

Phillip H. Gunther, Essex County Country Club, West Orange, was elected president for the coming year at a meeting held February 11 at the Essex Club, Newark, with Henry Dupre, manager, and Charles Karas, assistant manager, as hosts.

Officers to serve with Mr. Gunther are: Richard M. Worthington, Plainfield Country Club, vice president; Robert D. Halpin, Hamilton Club, Paterson, secretary-treasurer.

Herbert Moran, Canoe Brook Country Club, Summit, and Frederick C. Henn, Rockaway River Golf and Country Club, Denville, were elected to the board of directors.

A talk was given by Kenneth W. Burgess, Coffee Brewing Institute, Inc.

Southern California


Reported by Henri C. Tubach, Secretary

Emil M. Lepp, Hillcrest Country Club, Los Angeles, was elected president of the chapter at a meeting held February 23 at San Gabriel Country Club.

Other new officers are Henri Tubach, Irvine Coast Country Club, Newport Beach, vice president, and Frank T. Sherwood, Elks Clubs, Long Beach, secretary-treasurer. Directors are Jerry J. Kearns, Bel-Air Bay Club, Ltd., Pacific Palisades, and Thomas N. Kier, Oakmont Country Club, Glendale.

A report of the Pittsburgh conference was given. Applause accompanied the announcement that the chapter had received the Chapter Achievement Award for the second time in six years, and that Charles Errington, The Beach Club,

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Santa Monica, had been elected three-year director.

Charles H. Laws, president of the host club, spoke at the meeting, acknowledging the fine work on tax problems by CMAA.

The chapter extended thanks to Sherman Campbell, host for the meeting, which included lunch, golf, a "snacktail" hour and a superb boeuf Bordelaise dinner.

Badger State

Reported by Richard A. Henry,
Secretary

Election of officers will be held at the next meeting of the chapter April 11 at

Westmoor Country Club, Brookfield, Wis., with Hans Indvik as host. After the business meeting, there will be a cocktail hour and dinner.

William Brinkman, Racine (Wis.) Elks Club, a member of the chapter, died recently.

Connecticut

Reported by Grant M. Ruse,
Secretary

John W. Douglas, president of Republic Foil and Metal Co., Danbury, was speaker at a meeting held February 15 at New Haven Lawn Club with Richard F. Kirwan, manager, as host.

Mr. Douglas, who has served on the

board of directors and as president of several clubs, spoke on the duties of a club manager, including the job of coordinating committees into a compatible, workable unit.

Minutes of the board meeting held February 2 at Mory's, New Haven, with Bill Daley, manager, as host, were read.

Morton Mestel, Tumble Brook Country Club, West Hartford, was elected to membership. Richard K. Wallen, The Country Club of Waterbury, and Karl Brandon, Porcupine Club, Nassau, Bahamas, have resigned.

San Francisco and Bay Area

Reported by Joe E. Castillo

A meeting was held February 23 at Berkeley Elks Club with John "Bill" Martin as host for a delightful cocktail hour with hors d'oeuvres and dinner.

Mayor Hutchinson of Berkeley was guest of honor.

Reports from the Pittsburgh convention were given by Mr. Martin; Joe McConahy, Athenian Nile Club, Oakland; John Bennett, newly-elected secretary-treasurer of CMAA and manager of San Francisco Commercial Club; and Erich Kruger, chapter president and manager of Burlingame Country Club, Hillsborough.

Mission Hills Report—

(Continued from page 18)

room is the reverse of most clubs, but it does point out that problems in a new club crop up in unexpected places.

Dining Set-Up

Upstairs a beautiful dining room, on two levels, overlooks the golf course. The main portion seats 85 comfortably, while a glassed-in terrace on a lower level takes in 30 more; private dining rooms add 60 more seats.

In the dining room every Sunday is a deluxe buffet—but in addition, on Wednesday noon is a special \$1.75 buffet in the grill. This is extremely popular with the members and serves as an excellent method of getting rid of leftovers instead of the expensive procedure of feeding them to the employees. Delicious stews are a specialty of this buffet and the membership is delighted.

The floor above has card rooms and special rooms. The card rooms are Ed Driscoll's special pride even though they entail the minor headache of running up snacks and beverages from the kitchen below. They are, for the most part, frequented by the senior members. "They're my boys," declares Manager Driscoll. "They're the ones that built this beautiful club and nothing is too good for them as far as I'm concerned."

Outside the club is a 95,000 gallon,

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REPRESENTATIVES COAST TO COAST



L-shaped pool (popular in the Mid West), measuring 83 by 83 feet with a 40-foot L. Open from Memorial Day to Labor Day (again typical of the Mid West) the pool cost \$75,000 and also has the usual wading pool for children.

The clubhouse has an unusually large parking lot which has been of great help, especially at times of parties. "I stole a little bit of space from the tennis courts," admits Manager Driscoll, "but I'm glad I did it now—we never have a parking problem."

Food Business

How's business in the three years of operation in the new club? Predictably, and conforming to experience of other new clubs, business increased appreciably the first year of operation in the new quarters, then dropped back somewhat the second year but by the third year was back up and surpassed the first year.

The club currently is running a food cost of 44.70 and a labor cost of 41.58, other expenses of 10.24, leaving net income of 3.48. Yearly food expenditure is \$450 per member.

The food sales increase is a true one because food prices at the club have not been raised in three years. But while business is up, profits aren't because of labor costs. Manager Driscoll moans that wages are eating up more and more of his sales dollar—a lament typical of today's club manager, battling mightily to provide top quality and service at reasonable prices.

While Ed Driscoll is enthusiastic about the new club and its benefits to good operation, he voices a word of caution to clubs considering new quarters. "A club ought to have the money," he pointed out, "to be able to do it in first-class fashion. An estimate is almost always likely to be too low—ours missed by \$50,000—and a club must be able to withstand such an additional expenditure. Doing a new club without sufficient funds is like taking Mom out to dinner because you can't afford to buy food at the grocery store."

First of all, counsels Mr. Driscoll, a club should get all the free advice from other new clubs that is possible. Then it should set up a theoretical operating budget and a building budget, allowing room for unforeseen changes and extras. The result: An efficient club—designed for the maximum in smooth operation—and a pleased membership who will raise considerably the club's annual sales volume. That's the success story at Mission Hills.

Winery Ground-Breaking

A winery expansion program scheduled for completion in 1963 was started recently by Taylor Wine Co. with the ground-breaking for a two-story wine storage cellar. The program, which will increase the company's productive capacity more than 50 per cent, will include four additional structures.

Expansion provides for new grape crushing and pressing operations, a multi-line bottling plant, bulk wine storage for still wines and a new shipping department.

Named U. S. Distributor

Louis Szuts, head of Classique Foods, a division of M. H. Greenebaum, Inc., and world-renowned expert on foie gras, has announced that Classique Foods has been appointed the exclusive U. S. distributor of G. Bruck Foie Gras Strasbourg (France).

The delicacy, which can be served as an appetizer, a canapé, stuffing in fowl or as filet mignon garnish, is prepared under special lighting so that the appearance of the liver is unchanged and its natural color can be judged.

America's Most Exciting Horse Race Game **CINEMARACES** NOW AVAILABLE TO CLUBS

This is the famous race horse game now played on most of the luxury ocean and cruise liners sailing out of New York. It makes use of exciting, full color, sound movies of races run at America's leading race tracks. A wonderful idea for your Derby Day party. For full information on CINEMARACES for your club, write:

CINEMARACES

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New York, N. Y.

An Affiliate Of
American Totalisator Company

"Mad Hatter" Party Sparks Members' Interest

By Earl W. Sasser, Manager

St. Petersburg Yacht Club
St. Petersburg, Florida

ONE of the liveliest events we have ever had at the St. Petersburg Yacht Club was a party which we called the "Mad Hatter's Shindig."

All members and guests were required to appear in their craziest headgear; everyone had to have a "mad hat." If they didn't wear one, then we had one at the door for them. Total tariff was \$3.50 including dinner and dancing.

A trophy top hat (shown at right) was awarded as a grand prize and prizes were given in the most original, the most daring and other categories.

Among the crazy concoctions displayed were: a helmet made of an inverted half watermelon trimmed with red hibiscus (which won the prize for the most original); a straw hat with grassy brim which sported a miniature elephant that bent his head into a tiny bucket, spread his ears, lifted his trunk and blew bubbles; a pith helmet topped by a regular size desk lamp which lighted up; and a



bonnet with a huge black spider on the brim and a set of clacking false teeth on the crown.

Some of the zany chapeaus were appropriately named, such as: "Puttin' on the Dog," a sporty straw hat with miniature poodles on it; "Yacht Club Special," a hat bearing a miniature sailboat; and "Magazine Rack," a small cap with its own magazine rack complete with publications.

All in all it was a night of fun with everyone sporting "originals." Many of the new members had spent hours designing their "noggin-warmers."

Luau Party—

(Continued from page 19)

the South Sea island party were sent out to club members before the event took place. They were mimeographed single sheets, one a general announcement giving the cost of the evening and the other giving a run-down of events.

During the party, mimeographed sheets of the song, "Happy Talk" from the musical "South Pacific" were given to the guests for group singing.

A run-down sheet of food items with quantities was also mimeographed for the staff's information and it is reprinted here:

SOUTH SEA ISLAND PARTY MENU

Hors d'Oeuvres

Shrimp cut in half and toothpicked—
with sauce—20 lbs.
Cheese Dips—Three Dips enough for 25
people

Wesson makes news
with convenience...

Wesson

The Pure Vegetable Oil

Vegetable oil is no sideline with us...

that's why Wesson is light and fine as an oil can be.



5 GALLON



2 GALLON

- New 2-gallon Wesson is easy to lift, easy to pour. Ideal size for salad pantry use... convenient quantity for deep fryer... easy to handle for pan frying or grill work.
- Spill-proof Pour-o-scope is so easy to use. Just unscrew cap, pull up spout and pour—without wasting a drop.
- Where size and weight of package is not a factor, you can still buy Wesson in the 5-gallon can.

For the names of your nearest Wesson distributors, write us, P.O. Box 144, New Orleans 3, La.

The Wesson People

Makers of Heavy-Duty MFB... Keep... Quik-Blend...
Meedo... Quiko... Task

Cocktail Meat Balls—Sauce—3 cans
American and Swiss Cheese cut into cubes

Potato Chips—Cheese and Crackers on tables—Sour Cocktail Onions

Have a large poker table on south wall with the fountain on it and filled with rum punch.

ARRANGEMENTS

To go on table for decoration purposes—not to eat:

- 1 Stalk of Bananas
- 2 Baskets for Fruit or Flowers
- 2 Hams
- 2 Turkeys
- 1 Suckling Pig
- 1 Whole Baked Salmon
- Candlesticks—Lamps
- 2 Horns of Plenty
- Palms—Flowers—Leaves
- Avocado—Purple Cabbage
- Watermelon—Baskets—Fruit
- Whole Pineapple—Coconut

MENU

- Assorted Relish Tray (2)
- Fish Molds of Tuna—Salmon Salad—Chicken Salad (Total of 8)
- Crabmeat Molds (2)
- Avocado stuffed with Shrimp Salad—Crabmeat—Chicken Salad (2 cups)
- Orange Baskets filled with Ambrosia Salad (1 crate)
- Watermelon Baskets filled with Fresh Fruit (2)
- Cantaloupe Baskets (1 dozen)
- Grapefruit Baskets (1 dozen)
- Congeaed Cottage Cheese Molds (4)
- Congeaed Fruit Jello Salad (6 Molds: 2 Bing Cherries, 2 Orange, 2 Red)
- Individual Jello Salads, Lime with Chopped Shrimp—Capers (200)
- Celery Hearts and Stuffed Celery (1½ dozen stalks)
- Radish Roses (12 cello bags)
- Cucumbers (12) in Sour Cream, (12) in Boiled Oil and Vinegar
- Shredded Cabbage Slaw molded with Green Peppers—Celery—Pimento (3)
- Large Tomato Aspic Mold garnished with Deviled Eggs and Sliced Stuffed Olives (3)
- Fix (6) cans Kipperd Herring (6) cans Shadroe
- Sardines (4 plates)
- Minced Clams (2 plates)
- Canned Oysters (2 plates)
- Salmon Loaf (2 plates)
- Lobster Tail (1 hot pan)
- French Fried Shrimp (1 hot pan)—10 boxes
- Chicken Livers and Water Chestnuts, wrapped in Bacon (1 hot pan)—30 lbs.
- Egg Roll—Spiced Vegetables—Seasoned Meats—Shrimp (Carrots—Onions—Peppers—Beets—Cocktail Sausage—Beef Tips—Sausage—Shrimp) (1 hot pan)
- Chicken Breasts (1 hot pan)
- Barbecued Tenderloin Pork plus back up (1 hot pan)—use what comes in
- Barbecued Pork Ribs plus back up (1 hot pan)—use what comes in
- Sliced Baked Ham—(1 tray)
- Thin Sliced Spears of Top Butts marinated in Soy Sauce—Bamboo Shoots (1 hot pan)

- Fine Chopped Pork—Beef—and Water Chestnuts in Dough Shells (1 hot pan)
- Tray Assorted Cheese (2)
- Tray Cocktail Salami (1)
- Tray Sliced Tomatoes (2)
- Tray Deviled Eggs (6 dozen)
- Tray Carrot Sticks, Green Onions (2)
- Rice and Almonds chopped fine—seasoned (hot pan)
- Baked Bananas (3 dozen)
- Candied Sweet Potatoes (2 pans)
- Green Beans—Chopped Almonds (4 cans)
- Peas and Mushrooms (2 cans)
- Baked Beans (2 cans)
- Kidney Bean Salad (2 plates)
- Halves of Pineapple filled with Fruit
- Dessert—Serve at table

Coconut Cake and Cookies—Serve at table
Assorted Breads
Punch served in Coconut Halves at table

Amsterdam Officials Visit

Consul Joseph F. Christiano and Gilbert E. Clark, newly appointed U. S. consul general in Amsterdam, Holland, visited the Bols liqueur plant in Amsterdam as one of the first points of interest to be toured in the country by the officials. Bols liqueurs are distributed in the U. S. by Brown-Forman.



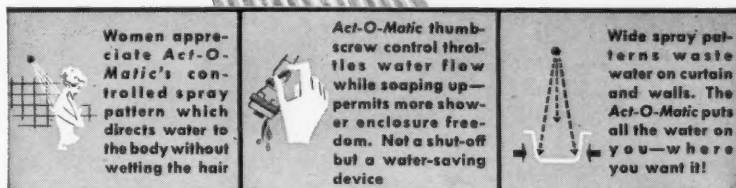
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SHOWER HEAD

never clogs,
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FOR SHEER BATHING ENJOYMENT, charging sand and other water-borne particles that clog other shower heads. There's nothing to turn, nothing to adjust before draining... and never any annoying after-shower drip... drip... drip. You'll be pleased with how the *Act-O-Matic* cuts water bills and fuel bills, too. Installation requires no special tools.

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The *Act-O-Matic* is manufactured by the makers of world-famous Sloan Flush Valves

SLOAN VALVE COMPANY • 4300 W. LAKE STREET • CHICAGO 24, ILL.

For all-'round deodorizing...

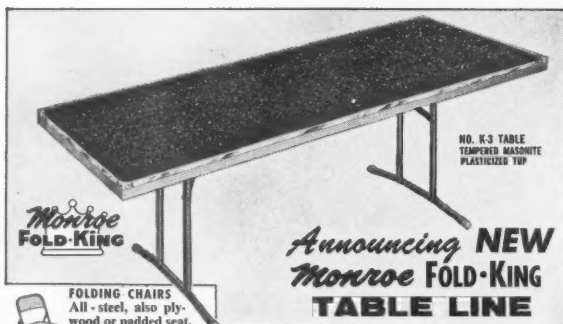


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Fragrant, laborless
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bowls, garbage pails, lockers, closets

Deodoroma ROUNDS cost in use averages only a fraction of one cent a day. Rounds are formed under 70,000 pounds pressure: are dense and durable. Fragrance is locked in: lasts until the last particle has vaporized—there's no harsh "moth cake odor." Packed eight to the telescoping box—each Round sealed airtight—easy-to-shape Holzit wire holder in every box. For literature write to The C. B. Dolge Company, Westport, Conn.

For free sanitary survey
of your premises ask
your Dolge service man



Monroe FOLD-KING
FOLDING CHAIRS
All-steel, also ply-wood or padded seat. Complete line. Direct prices, discounts. See Catalog.

TABLE and CHAIR TRUCKS
the leader, 7 models, sizes — for transporting, storing. Smooth rolling, easy loading. See Catalog.



Announcing NEW Monroe FOLD-KING TABLE LINE

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Kitchen committees, social groups, attention! Direct-from-factory prices—discounts up to 40%—terms. Churches, Schools, Clubs, Lodges and all organizations. Our new MONROE 1960 FOLD-KING FOLDING BANQUET TABLES are unmatched for quality, durability, convenience and handsome appearance.

NEW—Completely automatic lock on pedestals and legs. "Snaps" them rigidly in place, or folded flat. New pedestal and frame construction.

Mail coupon, write, wire or phone for our beautiful new catalog with color pictures of Folding Tables, Folding Chairs, Table and Chair Trucks, Portable Partitions, Bulletin Boards, Folding Risers and Platforms.

MAIL THIS SPECIAL COUPON TODAY!

Please send the new 1960 Monroe FOLD-KING Catalog—prices, discounts, terms.

Name of church, organization _____ Title _____

Mail to _____

Address _____

City _____ Zone _____ State _____

We are interested in (Tables, Chairs, etc.) _____

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Let's Compare Menus

Mission Hills Country Club

KANSAS CITY, MISSOURI

KEY TO MENU PRICING CODE

☉ — 25c ☪ — 75c ♦ — \$2.00 ▲ — \$4.00
● — 50c ♣ — \$1.00 ♥ — \$3.00 ● — \$5.00

SPECIAL PRIME

Kansas City Sirloin Steak

with
Mushrooms, Potatoes, Tossed Salad
Rolls and Coffee

Hot Entrees

Charcoal Broiled K. C. Sirloin Steak Sandwich, French Fried Potatoes	♥♦
Charcoal Broiled Tenderloin Sandwich, French Fried Potatoes	♥♦
Breast of Chicken on Ham, Sauce Supreme	♦
Turkey, Mission Style in Casserole, Toast	♦
Chicken Mornay, in Casserole	♦
Deep Sea Scallops, Potatoes and Tartar Sauce	♦
Fried Jumbo Shrimp, French Fried Potatoes	♦
Fried Filet of Lemon Sole, Potatoes, Tartar Sauce	♦
Fried Eastern Oysters with Potatoes and Tartar Sauce	♦
Lobster a la Newburg in Casserole	♦
Grilled Chopped Beef Steak with Potatoes	♦
Hot Prime Rib of Beef Sandwich, au Jus with Potatoes—Evenings Only	♥

Rolls and Garnish Served with Above Items

Cold Entrees

California Fruit Plate	♦
Sliced Cold Roast Beef with Potatoes and Garnish	♦
Cold Plate of Sliced Ham, Turkey, Swiss Cheese, Potato and Slaw	♦
Louisiana Shrimp Salad	♦
Crab Meat Salad	♦
Russian Salad	♦
Chicken Salad	♦
Tuna Fish Salad	♦
Dinner Size Chef Salad	♦
Cottage Cheese Salad	♦
Peach or Pear and Cottage Cheese	♦

Soups and Appetizers

Petite Marmite	Fresh Fruit Cocktail
Hot or Jellied Consomme	Herring in Sour Cream
Eggs a la Russe	Anchovy Canape
Oyster Cocktail	Caviar Canape
Tomato Juice Cocktail	
Shrimp Cocktail	

Dinner Selections

	COMPLETE DINNER	ENTREE ONLY
Shad Roe with Crisp Bacon Strips	♥♦	♥
Broiled Halibut Steak, Parsley Butter	♦	♦
Sauteed Gulf Shrimp, Lemon Wedges	♦	♦
Roast Prime Rib of Beef, au Jus	♥♦	♥♦
Charcoal Broiled K. C. Sirloin Steak	♦	♥
Charcoal Broiled Filet Mignon, Mission Style	♦	♦
Broiled Cured Ham Steak, Hawaiian	♥♦	♦
Calif's Liver and Bacon, Saute	♦	♦
Shirred Eggs, au Gratin	♦	♦
French Lamb Chops, Mint Jelly	♥♦	♥

*ENTREE INCLUDES POTATOES, SALAD, ROLLS AND BEVERAGE

Vegetables and Salads

Lyonnais Potatoes	Head Lettuce Salad, Choice of Dressing
Baked Potatoes	Tossed Salad
Fresh Vegetables	Pear and Cream Cheese Salad

Desserts

Butterscotch Pie	Black and White Cake	Apple Pie
An Assortment of Ice Cream and Sherbet		
Swiss, Liederkranz or American Cheese		
Coffee	Tea	Milk

SAN JOSE COUNTRY CLUB

Jacksonville, Fla.
A La Carte
Eggs and Omelettes

Two Fresh Eggs, any Style	\$.60
Ham or Bacon	1.25
Shirred Eggs, Bellevue75
with Chicken Livers	1.40
Omelette, Cheese or Jellyed80
Spanish or Mushroom	1.10
Toast, Butter and Jelly Served with Above Orders	

Sandwiches

Grilled American Cheese	\$.40
Fried Egg35
Sliced Breast of Turkey75
Ham and Swiss Cheese75
Braunschweiger65
San Jose Club Sandwich, Double Decker	1.25
Junior Club90
Ham and American Cheese70
Cold Roast Beef75
Chicken Salad60
Bacon, Lettuce and Tomato50
Egg Salad45
Tuna Fish Salad50
Cold Corned Beef75

DAGWOOD COMBINATION: Turkey, Ham, Cheese,
Salami, Liverwurst, Beef, Lettuce and Tomato 1.50

Hot Sandwiches

BEEFBURGER PLATE	MORNAY SANDWICH
Quarter Pound Delectable	Hot Sliced Turkey and Ham
Chopped Beef Toasted Bun,	Topped with Cheese Sauce and
F.F. Potatoes or Potato Salad,	Baked—F.F. Potatoes, Lettuce
Pickles, Olives, Lettuce and	and Sliced Tomato
Tomato	1.25
.75	Junior Mornay80
Cheeseburger85	

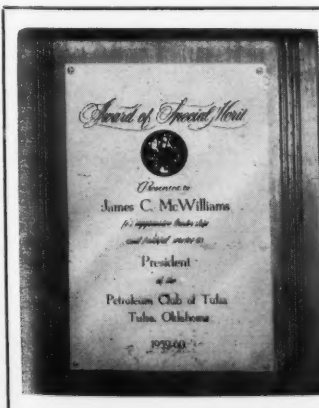
Hot Breast of Turkey \$1.35 } Served with Sliced Ripe
Hot Prime Rib of Beef 1.75 } Tomato, Crisp Lettuce
and Potato du Jour

CHEF'S HOT CORNED BEEF: Corned Brisket of Beef
and Egg, Pancake Style on Rye Toast, served with Cole
Slaw, Potato Chips, Sliced Tomato and Dill Pickles .. 1.15
French Fried Onion Rings .30 French Fried Potatoes20

Salad Plates

FRESH SHRIMP	FRESH FRUIT SALAD
Crisp Leafy Greens, Jumbo Boiled	Cottage Cheese or
Shrimp, Sliced Tomato, Boiled Egg	Sherbet Center
Wedges	1.25
1.40	

SHRIMP OR CHICKEN SALAD: Tomato Wedges, Boiled
Egg Halves, Celery Strip, Pickles, Olives, Chips 1.40
Chef's Salad 1.25 Junior Chef's Salad75



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President

The Rich Beauty Is Achieved
by Deeply Etching a Statement
of Merit Into a Heavy Plate
of Copper Mounted on a Board
of Beautifully Grained Walnut
9" x 11" in Size.

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Buffet Caddy

a beautiful, portable steam table
of
stainless steel



No. 2214 Buffet Caddy

Add to the good taste of your buffet functions
with this carry-in server that so completely meets
the need of any occasion . . . for hot or cold service,
indoors or outdoors.

Because over 100 combinations of inset pans are
possible, the Buffet Caddy gives you full flexibility in
the arrangement of menus.
For cold service the Caddy
can be packed with ice;
for foods that are to be
served warm, Sterno cans
are placed in the remov-
able cups — as shown —
to maintain hot water tem-
perature.

And to these functional advantages, add two more
reasons why the Buffet Caddy is for you. Reason
One is Polar's single-minded emphasis on quality.
Reason Two is a price tag that is far less than you
might think. Ask the supply house men who call on
you, or you are invited to write for full information.

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Bally walk-ins

Aluminum or steel sectional construction

Sanitary! Strong! Efficient! You can assemble any size cooler, freezer or combination in any shape from standard sections. Add sections to increase size as your requirements grow. Easy to disassemble for relocation.

Bally Case and Cooler, Inc., Bally, Pa.
Get details—write Dept. CM-4 for FREE book.

Combination of Cold Meats, Potato Salad 1.65
15% SERVICE CHARGE ADDED TO ALL CHECKS

Appetizers

Fresh Florida Fruit Cup, Supreme45	Smoked Oysters60
Jumbo Shrimp Cocktail, Supreme75	Antipasto60
		Celery and Olives35
		Fruit or Vegetable Juices15

Soups

French Onion Soup, au Gratin25	Soup du Jour20
Chilled Vichyssoise25	Consommé Maderlene20

From the Broiler

	Dinner	Luncheon
Pork Chops, Spiced Rustic Apple Rings	\$2.50	
One Chop		1.35
Half Spring Chicken, Southern Fried or Broiled	2.25	
Quarter Chicken		1.25
14 Oz. Choice Strip Sirloin Steak, Aux Champignon	4.50	
8 oz. Country Club Steak, F.F. Onion Rings ..	2.75	
Chopped Sirloin of Beef, Mushroom Sauce ..	2.25	1.25

Seafoods

Deep Fried Fantail Shrimp, Tartare Sauce ..	\$2.00	1.10
Baked Crabmeat, au Gratin	2.75	1.50
Shrimp Creole, en Casserole	2.75	1.50
Pompano, San Jose, Amandine	3.25	
Shad Roe, Rasher of Bacon	2.75	

Above Orders Served with Choice of Potatoes and Salad, Rolls and Butter

Salads

Tossed Garden Salad ..	.30	Heart of Lettuce30
Sliced Tomato and Cottage Cheese35		

Desserts

Assorted French Ice Creams25	Sherbet20
Crepe De Menthe Parfait50	Mixed Fruit Imperial ..	.35
Layer Cake30	Pie du Jour25
Chocolate Nut Sundae ..	.35	Pie, a la Mode35
Chocolate Parfait35	Rainbow Parfait35

Beverages

Hot or Iced Coffee15	Milk15
Hot or Iced Tea15	Buttermilk15
Sanka15	Chocolate Milk20

Little Folks' Corner

(Under 12 Years of Age)

Chopped Sirloin of Beef, Mushroom Sauce	\$1.25
Fluffy Omelet, Cheese or Jelly	1.10
¼ Chicken, Broiled or Fried, Spiced Peach	1.25
Four Fried Shrimp, Remoulade Sauce	1.10

Above Orders Served with Choice of Potatoes, One Vegetable or Salad, Rolls and Butter



**NEED LEMON JUICE?
"DON'T SQUEEZE—USE FEE'S"**

Contains no saponin or other harmful ingredients. No crystals to dissolve. No egg white to add. Simply dilute the pint with water to make a gallon of perfect lemon base for all drinks requiring lemon juice.

FROTHY MIXER

One pint of Frothy Mixer makes 256 cocktails costing less than ½ cent per drink. Gives the finest lemon flavor and body possible. Used in leading Clubs, Restaurants and Bars throughout the country. Write for FREE Sample.

SINCE 1863

The Brothers

114 FIELD ST.
ROCHESTER 20, N. Y.

Federal Tax Calendar for Clubs

Prepared by Horwath & Horwath

April, 1960

- 15—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during March, 1960, and employe tax and employer tax under the Federal Insurance Contributions Act for March, 1960, may be remitted to an authorized depository. Return on Form 450. If this option is exercised, Form 450 must be filed in time to permit authorized depository to return validated Form 450 prior to filing return for first quarter of 1960.

Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended November 30, 1959.

- 30—Withholding tax and Federal Insurance Contributions Act tax: Return for first quarter of 1960 due and tax payable. Return on Form 941. Attach validated Forms 450 to return.

Excise taxes: Tax on membership dues, initiation, transfer and assessment fees, admissions and other excise taxes for March, 1960, if in excess of \$100, may be paid to an authorized depository. Return on Form 537. If this option is exercised, Form 537 must be filed in time to permit depository to return validated Form 537 prior to date for filing return for first quarter of 1960. Otherwise, return for first quarter due and tax payable. Return on Form 720. Attach validated Forms 537 to return. If return is accompanied by depository receipts showing timely payment of tax for the entire quarter, due date of Form 720 is extended to May 10, 1960.

May, 1960

- 15—Withholding tax and Federal Insurance Contributions Act taxes: The sum of tax withheld from wages during April, 1960, and employe tax and employer tax under the Federal Insurance Contributions Act for April, 1960, if more than \$100, payable to an authorized depository. Return on Form 450.

Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended December 31, 1959.

- 31—Excise taxes: Tax on membership dues, initiation, transfer and assessment fees, admissions, and other excise taxes for April, 1960, if more than \$100, payable to an authorized depository. Return on Form 537.

PHEASANTS

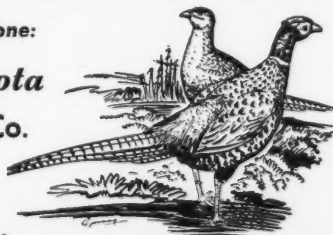
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Luxury Elks Clubhouse Sets Membership Rocketing

ANEW building and surroundings with expanded facilities is often the answer to the problem of lagging club membership. Blossoming evidence of this fact is the Tulsa Elks Club which in two years has increased its roll of members fivefold.

At home in a plush new clubhouse, the Elks now have a membership of 2500, a notable jump from the 570 of two years ago when they were lodged in a 48-year-old building. Nine months after the opening of the modern \$250,000 circular quarters, the lodge had twice as many members as it had on the day the new structure was dedicated.

The reason for the skyrocketing membership? Obviously the progressive surroundings . . . and the progressive thinking of the club in planning a new program to offer something in the way of entertainment for each member of the family.

As Scott Whitehead, lodge secretary, says, "We offer something for both sexes and every age here at the club."

"Our food is good, we think, and the dining room is a popular spot. We serve lunch from 11 a.m. to 2 p.m. and dinner from 5 to 9 p.m. with a buffet on fun night," he added.

Operating on the idea that a lodge should not be just a gathering spot for a few cigar-smoking old-timers, the Elks put into effect a plan complementary to their dazzling new home, making it a center of family activity.

The lodge secretary said, "The kids, and grown-ups too, go for the swimming pool. The teen-agers have their own parties on Friday night. The women—we have about 1900 of them—meet twice a month. And we have family fun night on Thursday."

The 1959 initiation set an all-time

record with a class of 255. Annual dues of the club are \$30.

"We have raised our membership fee from \$50 to \$100 and they still keep coming. I do not know of any lodge in the country which is growing faster," said Mr. Whitehead.

On the top floor of the two-story cylindrical clubhouse are the game rooms, cocktail bar and ladies lounge. The lower floor is used for the kitchen, snack bar and secretary's office. On the right of the central building is a low rounded dome, 110 feet in diameter, which is used for dining, lodge meetings and dances. At the left and back of the central structure are the locker rooms and the oblong, wedge-shaped swimming pool.

The mushrooming membership keeps the lodge thinking ahead for greater expansion. According to Mr. Whitehead, even more space and facilities are needed such as a bowling alley, a lodge room and wading pool for small children.

The ranks of members have pushed up so swiftly in the 1959 home of the Elks that new memberships were limited to 25 a month when the 2500 mark was reached.



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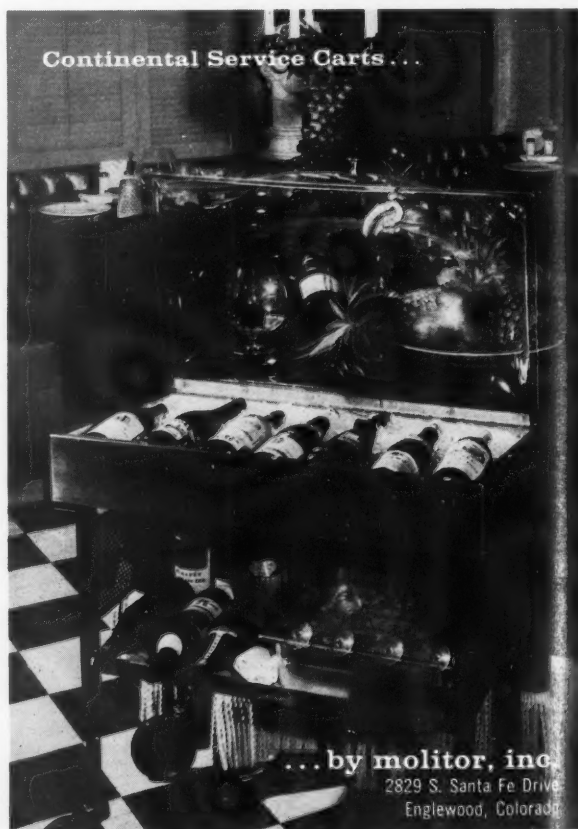
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WINE Pressings

By Henry O. Barbour

Conducting a Wine Tasting—Part IV

(December, January and February columns concerned invitations, selections, amounts, lists, setup, serving, etc. To conclude . . .)

The Decorations

Each table should, if possible, have a different colored cloth on the front—light for the white wines, pink or orange for the rosé table and red (checks) for the red wines. The cloth on the sparkling wine table could be varicolored or spangled. The table top of all tables should be white, and the table as a whole should be spotlighted so the glasses sparkle and the wines glisten.

On the serving tables should be the wine bottles and perhaps the glasses, depending on your supply and setup, and between each wine a tray of bland cheeses (Munster, mild cheddar) cut in one-half-inch cubes on toothpicks. A huge wheel of cheddar

(at least 500 pounds) creates quite a stir. Arrangements could be made with a local delicatessen to buy the remainder of the wheel back if it would be more than a four- or five-month supply.

A tray of Melba toast, saltines and water crackers should be presented at least once on each table. Thin slices of apple and fresh pear are appreciated too.

Displays

Despite their attractiveness, flower arrangements have no place at a serious wine tasting, as their aroma will compete with that of the wines. Artificial arrangements can be utilized most effectively, however.

If the size of the room will permit

display tables in the center of the tasting tables, so many interesting things can be done with foods, ice and wine paraphernalia that flowers would be superfluous. These center tables should be tiered and placed far enough inside so that the guests cannot reach the trays of foods.

Empty wine bottles, large dummy wine bottles (contact your wholesaler), bottle racks and baskets, small barrels, a real wine (cider) press, a basket of old corks, a display of large or odd-shaped glasses, ribbons running helter-skelter, colored pictures of vineyards, grapes or allied subjects too small to display on the wall or still in their original books—these all contribute a splash of color. Wine cases themselves are interesting, so the tiers could be made of them, not covered with tablecloths.

There are so many items that can add to the gaiety and life of these displays that the smallest club can make a splash—especially if you make friends with the display artist at a department store and collect his cast-offs!

Foods

The white wine table should feature fish, seafood, poultry, perhaps some hors d'oeuvres, a chafing dish

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or two with a display of chicken pot pie, fried chicken or similar items. The foods are not to be eaten.

The rosé wine table should feature a sample of all the major food classifications. The red wine table can present a beef roast, a suckling pig, and can be topped off with an ice carving—of a grape leaf, bunch of grapes, corkscrew, wine bottles, wine press, Eiffel Tower, etc.—a most impressive display!

In the center of the sparkling wine table a mock wedding cake, surrounded with French pastry, canapés and

serpentine, confetti and a paper hat or two left over from New Year's Eve, can be used. Concealed at the back, a rented bubble machine "blowing pretty bubbles in the air" makes an attractive addition.

There is no need for all items to be products of a European-trained garde-manger—some can be roasts, some can be presented in their raw state, and seasonal fruits and vegetables, particularly various species of grapes, presented in mass or in baskets make a fine show.

The Walls

If the drapes are relatively simple in pattern, old wine labels, soaked off empty bottles by the bar personnel, can be pinned on, giving the impression of special drapes just for the occasion. The walls themselves can sport wine maps of both California and abroad, together with posters, obtainable from the Wine Advisory Board in California or your wholesaler.

Travel posters of well-known wine-producing countries are commonly used, but nevertheless, are most effective. However, they seem to be increasingly difficult to secure, so I suggest you save them when the party is over rather than to give them to the members or the employees. Effective coats of arms can be cut from cardboard and painted with poster colors to add dignity.

The Ceiling

Entrance to the tasting room could be through a grape arbor, made of either artificial or wild grape vines and artificial grapes. Along with the table numerals, flags of various countries, either real or painted on old tablecloths, and a huge bunch of grapes made of styrofoam balls six or eight inches in diameter, can be hung from the ceiling.

If you've gotten the idea that "any-

thing goes" in decorating for a wine tasting, so long as it is colorful, you have grasped our feelings.

Envoi

Four Wine Pressings have been devoted to various considerations of the organization of a wine tasting. It's really not that complicated, but the aim was to answer all possible questions . . . if your question wasn't, won't you ask it by post card today?

* * *

The grand ballroom of the Penn-Sheraton on Wednesday evening, January 20, was the scene of the second CMAA tasting of French champagnes sponsored by the Champagne Producers of France. The contributing producers are to be congratulated on this continuation of the education program necessary to sell ALL of us on the variety, excellence and definite place their fine products should occupy in club life.

Champagnes tasted were: Mumm's Extra Dry—Browne-Vintners Co.; Piper-Heidsieck Cuvee des Ambassadeurs—Renfield Importers; Pol Roger Dry Special—W. A. Taylor & Co.; Moët & Chandon White Seal Brut—Schieffelin & Co.; Bollinger Extra Quality Brut—Julius Wile Sons & Co.; Victor Clicquot Brut—H. Sichel Sons.

Furniture Given Double Test

The baked enamel on aluminum finish on the new Pavilion line of outdoor furniture by Troy Sunshade Co. was subjected successfully to a double test of the government standard 100 hours of continuous exposure to salt spray. The manufacturer reports that no evidence of blistering or peeling, loss of color or surface hardness was found after the 200-hour trial.

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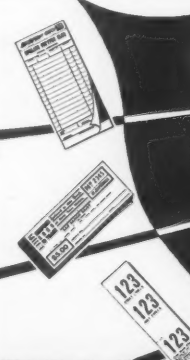
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Many well-known purveyors to clubs will be included in the participating companies for the "Designs in Dining" display to be featured at the National Restaurant Show May 9-12 in Chicago. The project premiered at the National Hotel Exposition held last November. The series of dining areas, stressing the importance of proper decor, include an outside dining terrace designed in an informal manner, an inside dining room stressing formal decor, a cocktail lounge and coffee shop.

Conference Place Settings

All of the menus, napkins, doilies and paper table appointments for the Pittsburgh Conference of CMAA, held January 20-24 were provided for the 19th consecutive year by Aatell & Jones, Inc. The company's representatives work closely with CMAA officials in developing specially designed material for the conferences.

Southwest Area Promotion

Vernon Thorpe recently was promoted to southwestern district sales manager for Troy Sunshade Co. E. P. Rankin and V. E. Owen have been appointed sales representatives for the company.

A former sales representative, Mr. Thorpe will be responsible for a three-state territory and for the permanent showroom at the Dallas Decorative Center.

Sweet Potato Chiffon Pie

CRUMB CRUST

- 20 Nabisco graham crackers, finely rolled (1 $\frac{2}{3}$ cups crumbs)
- $\frac{1}{4}$ cup softened butter or margarine
- $\frac{1}{4}$ cup sugar
- $\frac{1}{4}$ teaspoon cinnamon

Thoroughly blend together Nabisco graham cracker crumbs, softened butter or margarine, sugar and cinnamon. Pour mixture into 9-inch pie plate; firmly press against bottom and sides of plate. Bake in moderately hot oven (375° F.) 8 minutes. Cool.

FILLING

- 1 envelope unflavored gelatine
- $\frac{1}{4}$ cups milk
- 3 eggs, separated
- $\frac{2}{3}$ cup sugar

- $\frac{1}{2}$ teaspoon cinnamon
- 1 cup mashed, cooked sweet potato

Soften gelatine in $\frac{1}{4}$ cup milk. In top of double boiler, beat egg yolks; stir in remaining 1 cup milk, $\frac{1}{3}$ cup sugar, cinnamon and sweet potato. Cook over hot water, stirring constantly, until thickened. Stir in gelatine until dissolved; chill until slightly thickened. Beat egg whites until fairly stiff; gradually beat in remaining $\frac{1}{3}$ cup sugar until stiff peaks form. Fold in custard mixture. Heap into Nabisco graham cracker crumb crust. Chill. Before serving, garnish with a wreath of whipped cream and sprinkling of golden raisins.



—Courtesy National Biscuit Company

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Managers Appointed

Darrell W. Carpenter has been named manager of marketing research and William C. Huber, manager of advertising and product design, by Syracuse China Corp. Mr. Carpenter, a graduate of Yale University with advanced study in marketing at Harvard, formerly was sales representative for the company in the east-central area. Mr. Huber, a graduate of Syracuse University, has been sales representative in New England, New York and Canada since 1948.

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Names in the News

Kelly Stenquist has been appointed director of promotion for Brown-Forman Distillers Corp. Promotions also were announced for **J. Paul Cole** to brand promotion manager, Old Forester, Bols and Garneau imports; **Ernest M. Baltz** to brand promotion manager, Early Times and King; and **C. R. "Bud" Ballard** to southern regional merchandising manager.

* * *

David A. Meeker, president of Hobart Manufacturing Co., was acclaimed at the 1960 Dayton, Ohio, Newcomen Society in North America dinner. The company was honored by the society for its contributions to engineering and technological progress. Mr. Meeker received a leather bound book containing copies of more than 65 U. S. patents bearing his name.

* * *

Ellard Pfaelzer, Jr., has been named manager of production planning and customer service for Pfaelzer Bros. He was formerly manager of the home service division.

Hospitality Chairman Elected



William Westphal of National Distillers has been elected chairman of the Distillers Hospitality Committee, which arranges for participation in the national liquor trade association conventions and for many years has sponsored the major party at the annual CMAA conference. Bill Lewis, who formerly held the position, has retired.

TV Contestants

Phil Alpert, internationally-known cheese connoisseur and president of Cheese-of-All-Nations, and his wife, recently appeared as contestants on Johnny Carson's television show, "Who Do You Trust?"

The Alperths won a cash prize and Mr. Carson was given a selection of cheeses. Many viewers wrote in for the "1960 Cheese Encyclopedia" which Mr. Alpert has offered free upon request.

Sales Representatives Named

Sidney J. Mandel and William D. Culp have been named sales representatives of Troy Sunshade Co.

Mr. Mandel will travel in the Minnesota, North Dakota and South Dakota area. Mr. Culp will represent the company in Michigan.

Louisville Sales Meeting

At the Stitzel-Weller winter sales meeting held February 1-6 in Louisville, regional sales managers display the slogan "One and Only," concerning the company's bonded Old Fitzgerald.



gerald. The company, which is 111 years old, is family-owned and operated. According to Julian P. Van Winkle, Jr., Stitzel-Weller vice president, sales are on a substantial increase for Old Fitzgerald six-year-old bottled-in-bond and for eight-year Very Old Fitzgerald.

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Publicity Behind Success Of Club's Half-Century Celebration

By Charles R. Talbott, Manager

Lafayette Country Club
Lafayette, Indiana

AS the Lafayette Country Club approached the half-century mark, members of the anniversary committee began a search for the early history of the club. This was to be used in advance publicity before the dinner dance scheduled for November 28, last year.

By the time the anniversary celebration rolled around, the history had been rounded-out with interesting anecdotes from charter members and used in the club newssheet and the local paper to build interest in the party.

For the festivities I carved block ice letters—"50"—for the centerpiece of the table. To carry out the golden anniversary theme, about 50 yards of gold lamé cloth were used as decoration on the 26-foot round serving table and on the head table. Gold candelabra were used on these two tables and gold-sprayed rhododendron leaves and styrofoam grapes decorated the other tables.

An idea borrowed from Frank Rolfe's Cincinnati Club was used in serving the Oysters Rockefeller and Casino from a fireside tripod with hot rock salt in the bottom.

We used a display of Cheese of All Nations, the idea for which we picked up from Gabriel Mitterbach of Kenwood Country Club, Cincinnati, and which actually originated at a Cornell short course (proof that you can get an idea from attending chapter meetings).

Shrimp was served in a round ice socle. A ham, decorated for the 50th celebration, was included along with a wide assortment of hot and cold hors d'oeuvres.

The party, with 300 in attendance,

began at 7 p.m. with the special hors d'oeuvres table. The second cook had created a flower basket from gum sugar with spun sugar flowers to add to the culinary display.

Roger Branigin, a member of the club and well-known master of humor throughout the state, entertained as toastmaster.

The charter members were invited as honored guests and seated at the head table.

A staff of 12 waitresses and four bus boys served the classic French dinner. Filet mignon was served, as the members requested, with markers used at each place setting and waitresses working in teams of two.

An additional 100 to the 300 in attendance had to be turned away. We felt that the dinner dance was a huge success. A great part of this could be

attributed to the research and publicity that preceded the celebration.

The menu follows:

Hors d'oeuvres

Crevettes Froid
Huitres ala Rockefeller
Huitres ala Casino
Choix de Fromage, Internationale
Pate de Foie Gras
Jambon Chaudfroid, Virginia
Salade de Hareng
Canapes Marquis
Canapes Caviare
Anchois Roules
Angele Roules
Sausisse de Frankfort

Dinner

Potage Velouté Dame Blanche
Filet d' Mignon, Sauce Béarnaise
Pommes de Terra Brioche
Salade Jordon
Pains Chaud
Champagne
Parfait Marron
Cafe au Lait

Manager Charles R. Talbott and members of the staff of the Lafayette Country Club stand at the club's anniversary buffet table. Mr. Talbott carved the block ice letters "50" for the display featured at the dinner dance celebration. Gold lame cloth covered the 26-foot round table.



CLUB MANAGEMENT: APRIL, 1960

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Edlund PORTABLE ELECTRIC CAN OPENER

DO A BETTER JOB FASTER

The new Edlund Portable will open 500-750 cans per hour for you, depending upon your production set-up, leaving smooth edges on every can.

THE ONLY REALLY PORTABLE ELECTRIC OPENER

This opener requires no table-attached base. It's as maneuverable as your good right arm

and operates with complete efficiency in any production set-up... single can, assembly line, or cans in the case.

STOP MOVING HEAVY CANS!

Just move the Edlund Electric from can to can. It weighs less than a #10 can and is perfectly balanced for easy handling. The pistol grip with trigger on/off switch gives you absolute cutting control.

PAYS FOR ITSELF IN SHORT ORDER

In large or small volume, the Edlund Portable's speed and durability will save you enough time and money to pay its cost many times over. It is simple to clean because you can really "get at" all cutting parts. It works as well on a sardine can as on a #10 can and, in actual kitchen tests, has opened hundreds of thousands of cans and still performs perfectly.

CHECK THESE VERY VITAL STATISTICS

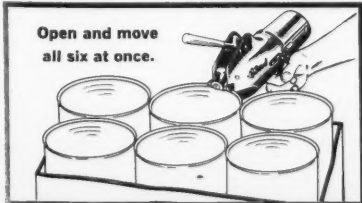
The new Edlund Portable Electric Can Opener has an AC-DC Universal Heavy Duty Motor, is UL approved with 3-prong ground wire safety plug. The motor housing, opener assembly and handle are die-cast aluminum for maximum strength with minimum weight. Both cutting wheel and gear are of hardened tool steel to assure smooth cutting and long wear. Magnet (optional) eliminates "fishing" for lids. Equipped with hang-up bracket, this opener stores out of the way. Provision is also made for permanent installation, if desired.

Available from Edlund Dealers everywhere.

Edlund

Burlington, Vermont

Open and move
all six at once.





Your Key to Club Hospitality

Fitzgerald does credit to the club that serves it. The distinctive character that marks this bourbon is the proud result of slow, costly distilling methods rarely practiced today—methods that yield a unique depth of flavor and rich bouquet. Old Fitzgerald (at six years old) com-

pliments every guest's good taste. Very Old Fitzgerald (aged to the eight year bonded limit) offers the prestige of the world's most prized bourbon. Stock them with the full knowledge and assurance that they will satisfy the most demanding taste.

THE FINAL CHOICE OF MATURE TASTE

Bonded Kentucky Straight Bourbon • 100 Proof • Six and Eight Years Old
STITZEL-WELLER DISTILLERY • Established Louisville, Ky., 1849



Very Old Fitzgerald available in Antique Fifths, suitably boxed, labels personalized in case lots on request. Ask your dealer, or write the Distillery.